1020-17

SHADOWLESS LIGHT

LUMINATOR, inc.
851 West Washington Boulevard
CHICAGO, ILL.

GUARANTEE OF LIGHTING RESULTS

If the Luminator is used in a room with white or light cream ceiling not over 15 feet high and no other lights are turned on in the same room, we guarantee:

1. Any number of people may read comfortably and without fatigue, providing they sit not more than ten feet from the Luminator.
2. Five or six games of cards may be played by the light of one Luminator. There will be no shadows and the light will be perfect for everyone.
3. In addition to the foregoing, there will be enough general light throughout any room (not larger than 20 by 30 feet) to make additional lighting unnecessary.

If the Luminator fails to give the foregoing results, we will accept it in return and refund the purchase price. You are the judge.

PATENT NUMBERS

Various Luminators are manufactured under the following patents and a number of others now pending in the United States and foreign countries.

1,802,493	April 28,	1931
1,164,720	Dec. 15,	1915
1,121,196	Dec. 15,	1914
1,100,880	June 23,	1914
78,602	May 28,	1929
82,648	Dec. 2,	1930
82,649	Dec. 2,	1930
French Patent 687,609	Jan. 2,	1930
French Patent 688,730	May 19,	1930
Canadian Patent 304,471	Oct. 7,	1930

"Luminator" Trade Mark Registered
Copyrighted Luminator, Inc.

We guarantee to protect any purchaser against damages from Patent suits as we are free from infringement of other patents.

TO our many friends throughout the world who have, through enthusiastic recommendation built the Luminator business from a small company manufacturing a single design, to its present position of prestige in the field of lighting, this booklet is dedicated.



A Living Room lighted entirely by Luminators.

Lower Prices —

GREATER production due to ever-increasing acceptance of the Luminator combined with lower costs of basic materials used in some styles, have made possible the offering of Luminators at the lowest prices existing on this type of device.

158CR—Reproduction of an old English lamp, done in dull satin brass and rusty iron. Entirely hand made with delicate wrought iron work, hand turned brass spindles, etc. Adjustable in height from 50" to 68". Equipped with CR-1 variable intensity converter using one 60-watt shade lighting and four 100-watt indirect bulbs, separately controlled. Shown with 10" shade No. B-53, light weight sheepskin, stitched in panels and carefully treated to give antique appearance.

Settings courtesy Wm. J. Quigley, Chicago.



Illustration shows the inside portion of the shade which conceals the Luminator indirect device known as the CR-1 converter.

121CR—Reproduction of an English adjustable candle stand, made entirely of wood with a hand rubbed dull walnut finish. Braced throughout with concealed pipe that carries wire. Adjustable in height from 48" to 68". Equipped with CR-1 variable intensity converter using one 60-watt shade lighting bulb and four 100-watt indirect bulbs, separately controlled. Shown with 10" shade No. B-53 of light weight sheepskin stitched in panels and carefully treated to give antique appearance. This is such an unusual and interesting piece that it has been enthusiastically used by many decorators.



Illustration shows the inside portion of the shade which conceals the Luminator indirect device known as the CR-1 converter.

Settings courtesy Wm. J. Quigley, Chicago.

191CR—Reproduction of an old English stand and side arm lamp, made of mahogany, beautifully toned in dull mahogany finish. Entirely made and carved by hand. Base portion leading to the table is tapered. Entire lamp is braced throughout with concealed pipe to carry electric wire. Equipped with CR-1 variable intensity converter using one 60-watt shade lighting, and four 100-watt indirect bulbs separately controlled. Shown with 10" B-56 shade made of pure sheepskin and laced with leather. This design is used and appreciated by the high grade interior decorator.

Settings courtesy Wm. J. Quigley, Chicago.



Illustration shows the inside portion of the shade which conceals the Luminator indirect device known as the CR-1 converter.

192CR—Reproduction of an antique English table on which is mounted reproduction of an old hand carved pine lamp. Entire base made and carved by hand out of mahogany and finished in dull hand rubbed mahogany. Equipped with CR-1 variable intensity converter using one 60-watt shade lighting and four 100-watt indirect bulbs, separately controlled. Shown with 10" shade No. B-53, light weight sheepskin hand stitched in panels and carefully treated to give an antique effect. Interior decorators will find wide application for this in living rooms, entrance halls, libraries and bedrooms.



Illustration shows the inside portion of the shade which conceals the Luminator indirect device known as the CR-1 converter.

Settings courtesy Wm. J. Quigley, Chicago.

Eye strain results from artificial lighting that is more artistic than practical



The above illustration shows a common method of lighting that causes extreme eye strain which results in headaches and finally defective vision, requiring the use of eye glasses. This could be avoided if children were supplied with the soft even light from a Luminator.

MOST fixtures and lamps provide **direct** illumination. It is customary to shield the eyes with ornamental shades, which are chosen largely for decorative value. Such styles result practically in spot-lights that illuminate only small circular spaces. These circles of light are depended upon for reading, card playing and other pursuits that require such light.

The human eye is unable to withstand the direct light of an ordinary incandescent globe. Yet, in reading, some of these direct rays are reflected from the book pages or playing cards directly into the eyes. The contrast of brightly lighted pages and dark shadows surrounding, require constant changes of the pupil, with consequent strain.

Nature has provided protection from sudden light changes in the marvelous muscles that control the opening and closing of the pupils.

With a strong light the pupil closes to admit only enough to register the object looked at upon the retina. The eyes moving from one object to another require constant adjustment in opening or closing to various degrees of light. The tiny, capable muscles that control this function are working constantly at high speed to meet the changing demands.

This causes an eye strain that is very quickly apparent. The eyes become tired; sometimes vision is blurred, or dimmed through fatigue.

This experience is commonly met with in playing cards under ordinary illumination; in reading or writing. We seldom give thought to this situation or ascribe weakened eyesight to the proper cause. We rather take such things for granted. But even the increasing number of bespectacled children in the grammer grades indicates that these methods of artificial lighting are deficient.

Young people of high school age find it necessary to wear glasses, and these aids to good vision are the rule rather than the exception among college students, to say nothing of older folks.

Much of this early defective vision could be avoided if homes were properly lighted; if eye strain were reduced to a minimum through better lighting.

Luminator light relieves eye strain — allowing pupil of the eye to remain constant

THE two photographs reproduced on this page clearly contrast the effect of direct and Luminator light. They suggest also the importance of preserving the eyesight of growing children as well as of adults.

In the photograph above, the room is dark, with the book pages glaringly lighted, except for shadows. This uneven light causes constant re-adjustment of the pupil and results in eyestrain and fatigue. In the photograph at the right, the light is glowingly and evenly diffused over the object viewed. There are no sharp rays striking the eyes. The light rays, in fact, are broken up by the microscopic irregularities of the ceiling, and sent in every possible direction so that every object within reach is illuminated to the same intensity.

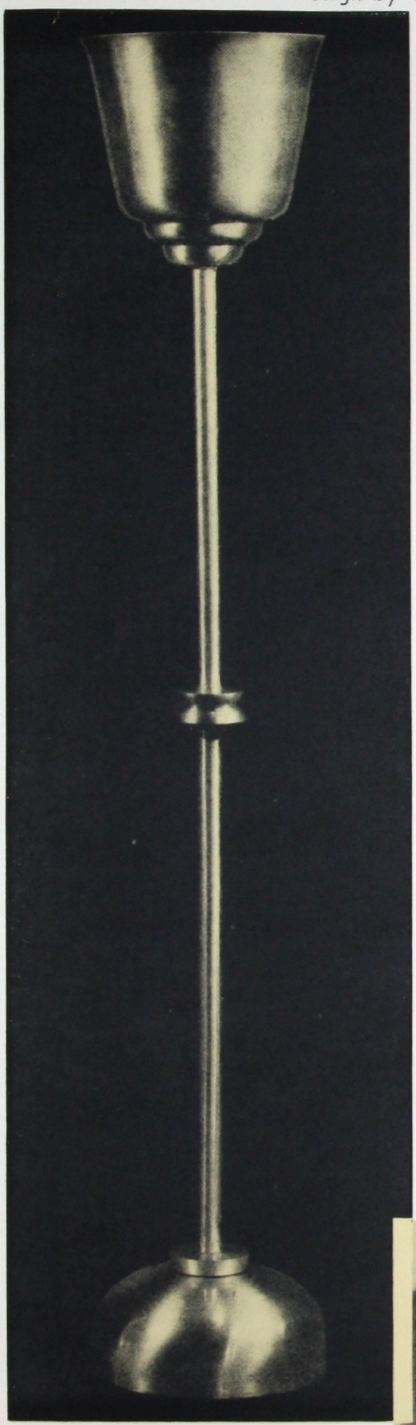
It is perfectly clear to the mind that Luminator lighting brings marked relief to the eyes. It enables the worker to remain much longer at his task without fatigue. It enables a child to study his lessons without eye strain. It allows a student to read for hours with no more than normal fatigue. It avoids the headaches so frequently resulting from bad light and the continuous effort of the eyes to meet unnatural conditions.

It may be truly said that the Luminator is the ultimate attainment of the lighting engineer, and the capable handmaiden of good eyesight.



LUMINATOR TORCHERES

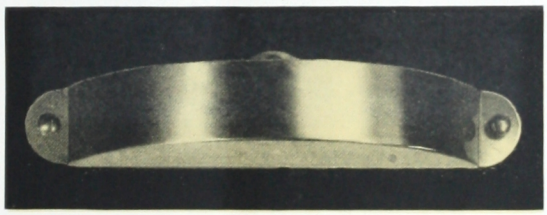
Design by Wolfgang and Pola Hoffmann — New York



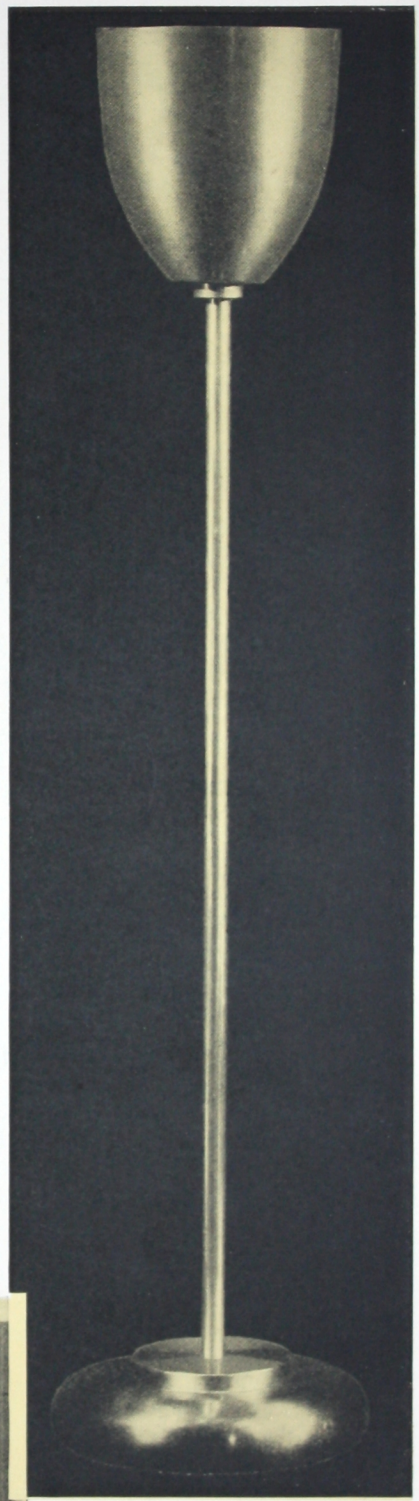
LUMINATOR, INC., have taken a radical step by definitely combining the efforts of Wolfgang and Pola Hoffmann, interior designers, of New York, and Albert L. Arenberg of Chicago, who is well known in the illuminating engineering field.

Wolfgang and Pola Hoffmann are the son and daughter-in-law of Joseph Hoffmann, the celebrated Viennese architect and designer and leading spirit of the Wiener Werkstatte. Both were among the most brilliant pupils of the Hoffmann Kunstgewerbeschule in Vienna. Hoffmann's designing of furniture and interior furnishings has been described extensively in "Vogue," "House and Garden," "International Studio," and other well known magazines.

Wolfgang and Pola Hoffmann felt that they must work very closely with those experienced in illuminating engineering, to combine scientific knowledge with their designs. The character of their designs is very simple and in excellent proportion. To carry out livable designs one must use profiles and curves in the right proportion according to the material used, thus making the designs decorative and pleasant to the eye. Their designs are definitive in character, having a useful and practical purpose and will fit in any interior.



704 LUMINATOR wall bracket of Hoffmann design, giving totally indirect light. Regularly furnished in English brass, but made specially in other finishes. Equipped with highly efficient mirrored glass reflector for two 150-watt bulbs or smaller. Width 21½", height 5¼", depth from wall 7½". Complete with wire but not wired.



122M LUMINATOR torchere of Hoffmann design. Finished either in English brass or satin cadmium which is similar to dull chromium. Height 66½" (3" higher than No. 104). For use in the home, shop, lobby or office. Will take either 300-watt or 500-watt bulb. Wired.

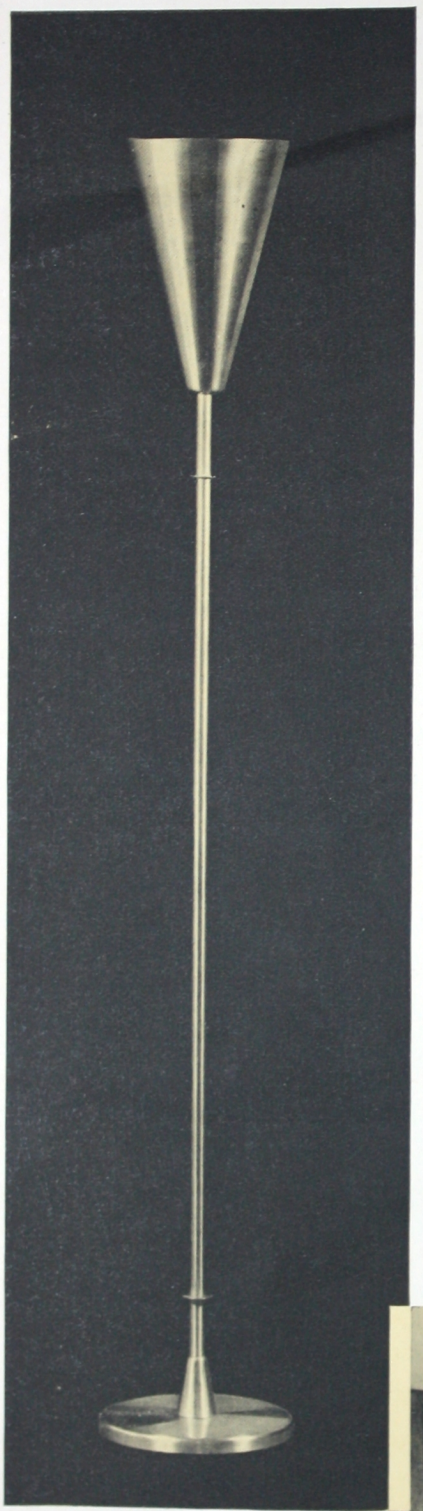


123M LUMINATOR torchere of Hoffmann design. Finished in English brass or satin cadmium which is similar to dull chromium. Height 69½" (6" higher than No. 104). For use in large living rooms, offices, hotels, clubs, shops, theatres, etc. Has extra large heavy base. Beautifully proportioned. Will take either 300 or 500-watt bulb.

The above photograph shows an office in Brooklyn, New York, recently done by Wolfgang and Pola Hoffmann and illuminated by a No. 117 Luminator torchere.

LUMINATOR TORCHERES

Design by Wolfgang and Pola Hoffmann — New York





703Z JR. LUMINATOR ceiling fixture of Hoffmann design, giving totally indirect light. Furnished in English brass, cadmium or other special finishes. Overall length 18", bowl diameter 12". Equipped with mirrored glass reflectors to take two 100-watt bulbs.

703Y JR. same as above to take two 150-watt bulbs.

703A JR. same as above but with aluminum reflectors instead of mirrored glass. Lower in price — for residential use only. For either two 100-watt or two 150-watt bulbs. Complete with wire but not wired.



117 LUMINATOR torchere of Hoffmann design. Finished in satin cadmium which is similar to dull chromium. Height 63". with mogul socket for 300 or 500-watt mogul base frosted bulb. Beautifully executed and very low in price. Completely wired with 12 ft. cord and plug. Height 63".

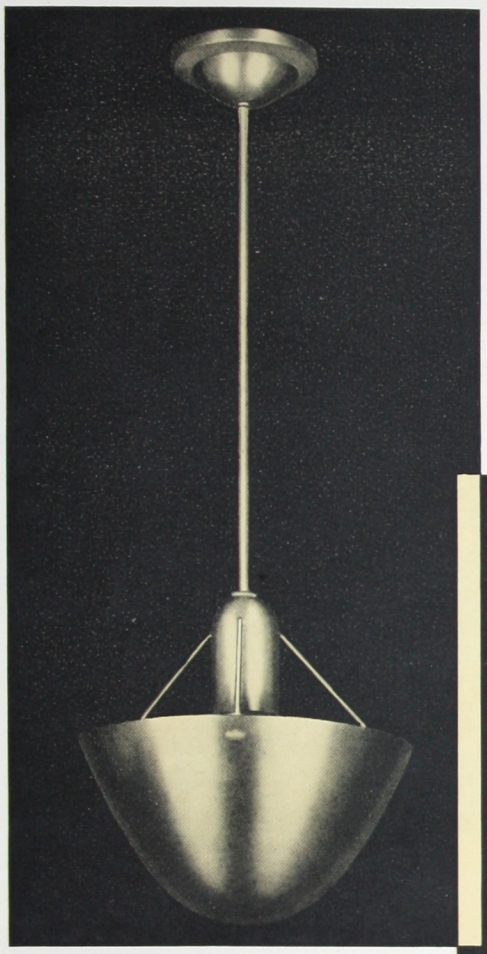


118 LUMINATOR torchere of Hoffmann design. Finished in satin cadmium which is similar to dull chromium. Height 63". Equipped with mogul socket for 300 or 500-watt frosted bulb. Beautifully done, but low in price. Completely wired.

The photograph at left is the office of Benjamin V. Becker, prominent Chicago Attorney, at One North La Salle Street, Chicago. No ceiling fixtures are used. One Luminator next to the desk with 500-watt bulb gives an intensity of 12 to 14 foot candles of light on the desk with plenty of light at all other points in the room.

LUMINATOR CEILING FIXTURES

Design by Wolfgang and Pola Hoffmann — New York

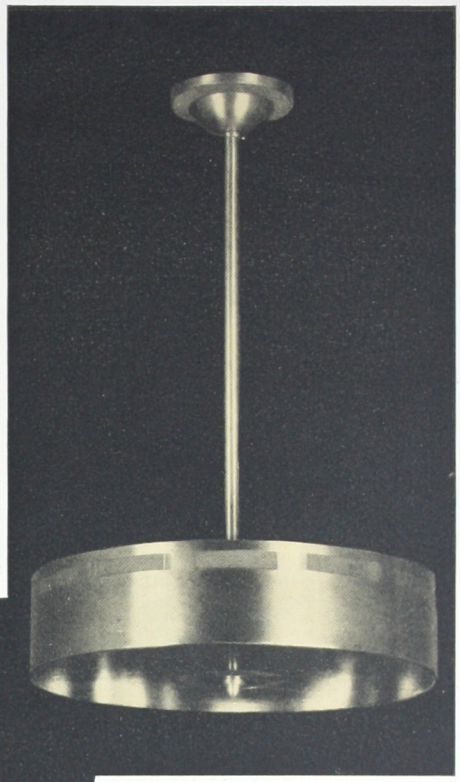


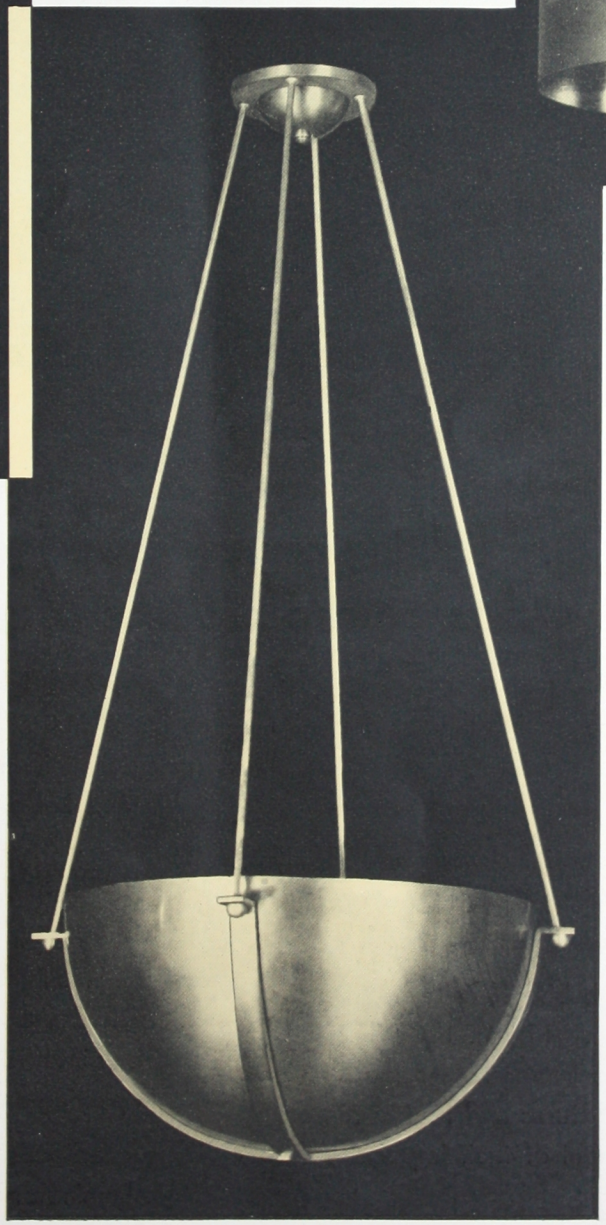
703Z LUMINATOR ceiling fixture of Hoffmann design shown at right. Gives totally indirect light. Finished in either English brass or satin cadmium. Has hand cut openings in bowl with diffusing material behind to give a dull glow. Equipped with efficient mirrored glass reflectors for three 100-watt bulbs. Length overall 28¼", diameter 18½".

703Y same as above for three 150-watt bulbs.

703X same as above for three 200-watt bulbs.

Furnished complete with wire but not wired.





702 LUMINATOR ceiling fixture of Hoffmann design, giving totally indirect light. Regularly furnished in English brass or cadmium, but made specially in other finishes. Equipped with highly efficient mirrored glass reflector for 200, 300 or 500-watt bulb. Length 36½" over all. Bowl diameter 12½". Bowl unhooks for easy cleaning. Can be furnished in special lengths. Furnished less bulb, complete with wire, but not wired.

701Z LUMINATOR ceiling fixture of Hoffmann design, shown at right. Giving totally indirect light. Furnished in satin cadmium which is similar to dull chromium, also English brass finish. Equipped with highly efficient mirrored glass reflectors to take three 100-watt bulbs. Over all length 44", bowl diameter 18".

701Y same as above for three 150-watt bulbs.

701X same as above for three 200-watt bulbs.

701W same as above but with center cord for single socket, for 500, 750 or 1000-watt bulb. Give bulb size.



124M LUMINATOR table torchere of Hoffmann design, shown above. Regularly furnished in English brass or satin cadmium which is similar to dull chromium. Equipped with mogul socket for 300 or 500-watt bulb. Height 27½", top diameter 10¼", bottom diameter 10¼". For use on living room table, bedroom table, office desk or other special applications.



POOR LIGHTING

Conventional lighting causes visual fatigue that tests endurance and patience of guests

GOOD EYESIGHT is our most precious possession, rarely appreciated until it begins to wane, and we find it necessary to seek the skill of the oculist.

Modern business and social customs are mainly responsible for eye strain and eye failure, brought about by use and misuse of artificial light.

We are creatures of habit. If ceiling lights are fashionable, we must install them. If wall brackets or portable lamps are in vogue, we must have them. They become fixtures and features in our daily life without thought of their importance to eye health.

Conventional lighting devices give direct illumination with strong glare at the source, their efficiency diminishing with distance. Spotted high lights and heavy shadows are characteristic of our homes. As a consequence the eyes are constantly subjected to strain.

The photograph on this page is an example of conventional lighting for card tables. Every player has had the experience of light that is too bright, or insufficient, as so happens. It is a handicap in playing and a greater one to the eyes.

These conditions may easily be remedied with a single Luminator for the card room.



GOOD LIGHTING

Luminator bathes these players with soft shadowless light, obviating eye strain — making playing a pleasure

BRIDGE enthusiasts were the first to realize the superb lighting value of the Luminator; its kindness to over-taxed vision. It was found that one could play hour after hour without visual fatigue or strain where the card tables were lighted by a single Luminator. Glare was lacking. No direct rays assailed the eyes. There was an absence of dark shadows. North, south, east and west could read their hands without turning for more light. These facts are due to the novel construction of Luminator. The light is constant, even and diffused.

This normal illumination allows the pupils of the eye to remain **constant and uniformly focused.** Under this light the tiny accommodation muscles are at rest from their usual task of opening and closing the pupil that admits light to the eye.

The photographs on this and the preceding page were obviously of the same group and the same room. On page 10 the picture illustrates the normal difficulties of playing under bright lights and heavy shadows. The photograph on this page shows how the entire room is bathed with a shadowless light. The visible light rays in the picture have been added by mechanical retouching for the purpose of showing how the light rays are thrown direct to the ceiling and returned at a thousand angles to illuminate the entire room with this shadowless light.

TYPICAL INSTALLATIONS



Ladies dressing room in private club. Three minute exposure lighted only by two CR-I Luminator converters in standing floor lamps.

E. A. Pierce Company, Merchandise Mart, Chicago, Ill. Office of John R. Mauff. No. 142 Luminous bowl glass top torchere evenly lights the office without shadow or glare.





Merchants National Bank, Bangor, Me. Shadows eliminated on all working surfaces thruout the entire bank. Using No. 701 ceiling fixtures.



Saks Fifth Avenue, Chicago. Women's shoe department. 500-watt bulbs in Hoffmann Luminator Torcheres. Three-minute exposures. Note the even illumination on floor and chairs.

The pictures on this page illustrate a few of the thousands of Luminator installations thruout the country. We shall be glad to furnish full size photographs of these cuts to anyone who is interested.



Northmoor Country Club, Ravinia, Ill. Men's Card Room. The low beamed ceiling in no way effects the even shadowless light thruout the room. Using No. 703 Jr. Fixtures.



Huntington National Bank, Columbus, Ohio. Directors' Room. Hoffmann Luminator Torchere No. 123 with 500-watt bulb lights entire room without shadow.

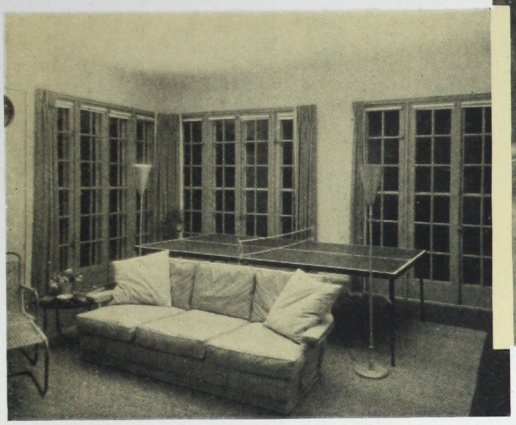
Men's wash room and barber shop at private club. Shadowless light from No. 703 Jr. Ceiling Fixtures. The No. 201 lighted Luminator mirror is a most convenient device for those who shave themselves.





Office of Harold H. Egan, Chicago, Ill., entirely lighted by one No. 123 Hoffmann Luminator Torchere with 500-watt bulb.

TYPICAL INSTALLATIONS



Sun room in private home showing even light for reading or card playing or Ping Pong from two No. 117 Hoffmann Luminator Torcheres.



Reuben H. Donnelley Co., Chicago, Office of Mr. Overton. No. 122 Hoffmann Luminator Torchere with 500-watt bulb gives even light thruout the room. The ceiling fixture above no longer in use.

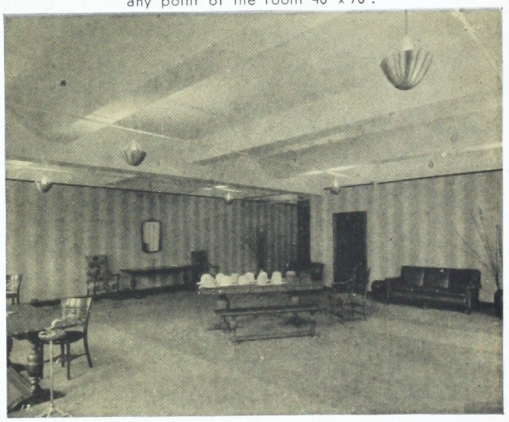


Northmoor Country Club, Ravinia, Ill. Living room entirely lighted with floor and table lamps with CR-1 Luminator Converters built in. No ceiling fixtures. Shadowless light for card games or reading at any point of the room 40' x 70'.

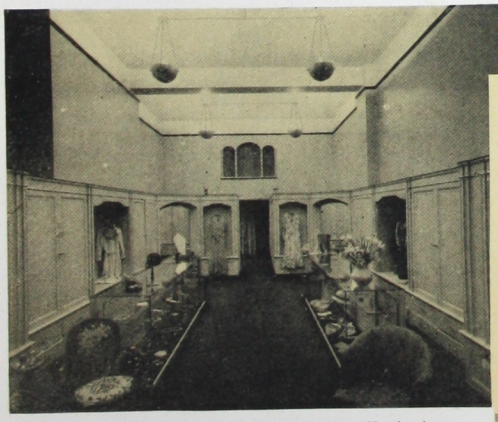


Executive office at Associated Contractors, Inc., Chicago, Ill. Perfect Shadowless Light with one No. 122 Luminator Torchere using 500-watt bulb.

Our Lighting Engineers will advise you as to proper fixtures, torcheres, bulb sizes, etc., required for any lighting job with Luminator Shadowless Light. No ceiling fixtures, wall brackets or desk lamps are necessary except for purely decorative purposes. The light is even, shadowless and glareless.



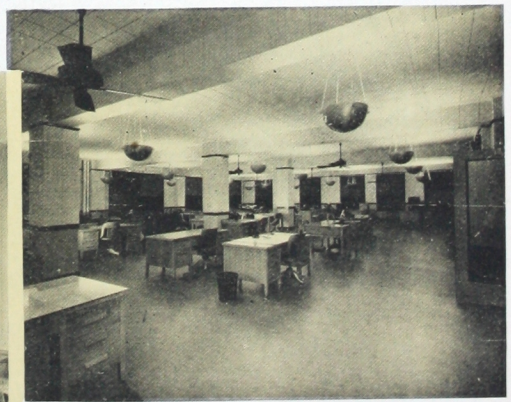
Draper Hat Company, New York City. Shadowless Light from No. 702 Luminator Ceiling Fixtures. No glare and even intensity.



Lou Johnson's shop, Seattle, Wash. Shadowless Light from 6 No. 701W Luminator Ceiling Fixtures. 500-watt bulbs in each.

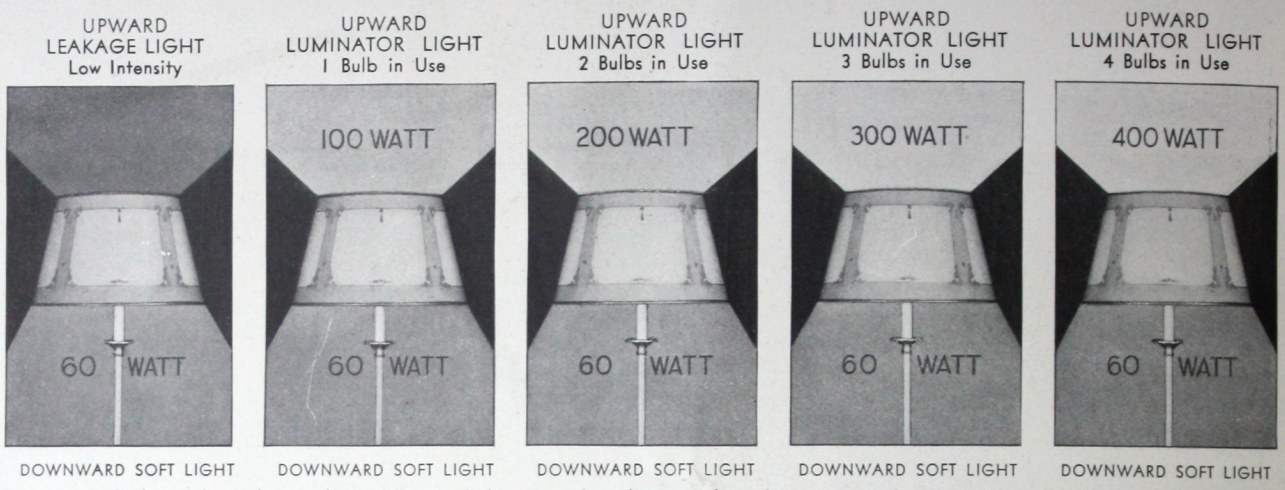
Knickerbocker Whist Club, New York City. No. 701 Luminator ceiling fixtures give uniform light without shadow or glare so that tables may be placed at any point in the room.



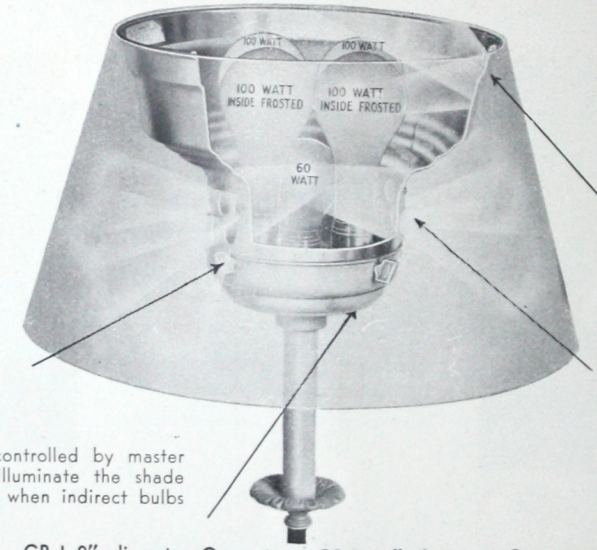


Sinclair Oil and Gas Company, Tulsa, Okla. General Office lighted by No. 701X Luminator Ceiling Fixtures using three 200-watt bulbs. Fixtures spaced on 12 foot centers, developing 18 to 20 foot candles of light without shadows.

New Variable Intensity Luminator Converter



Above five photos show different lighting results obtained from lamps using the new Five Bulb Luminator Converter illustrated below. All Luminator lamps have the initials "CR" directly after the number, such as "112CR" when equipped with this device. The 60-watt bulb lights first and gives a dull glow to the shade which makes a decorative cozy atmosphere in the room, but a very dim light. Then each of the 100-watt bulbs may be turned on until the desired intensity of indirect shadowless Luminator light is secured.



Lamp appears same as conventional floor but gives both up and down light.

Four 100-watt indirect bulbs to throw light upward, each separately controlled to give any desired intensity.

One 60-watt shade lighting bulb controlled by master switch, gives soft direct light to illuminate the shade and cozy decorative effect in room when indirect bulbs are not in use.

Opaque Reflector. Highly polished reflecting surface. Spreads light.

Translucent section. Holes covered by diffusing material. Lights shade.

CR-1 9" diameter Converter. CR-2 11" diameter Converter.

The above device is sold separately, for application to any floor or table lamp base you wish to have made into an indirect lamp. See page 44 for prices. Any electrician or Interior Decorator can install it for you.



Reflector shapes to give maximum light output are designed by Albert L. Arenberg, illuminating engineer.

Entire reflector threads in socket cup and is rigid and permanent.

R-4 one bulb Luminator reflector and plate for 300-watt or 500-watt bulbs.

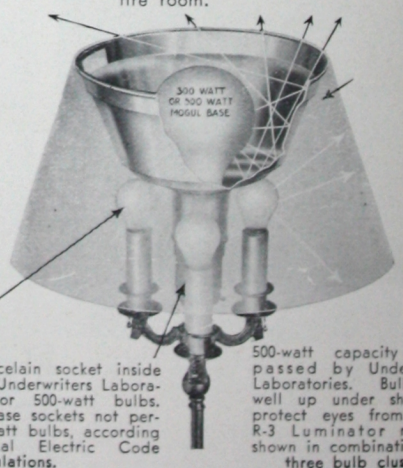
Mogul Base. Used on 126-R4 Luminator.

Patent Numbers

1,802,493	April	28, 1931
1,164,720	Dec.	15, 1915
1,121,196	Dec.	15, 1914
1,100,880	June	23, 1914
78,602	May	28, 1929
82,648	Dec.	2, 1930
82,649	Dec.	2, 1930
French Patent	687,609	Jan. 2, 1930
French Patent	688,730	May 19, 1930
Canadian Pat.	304,471	Oct. 7, 1930

R-4 Reflector

Luminator indirect light reflected from ceiling, lights entire room.



Reflector carefully engineered in "five zones" to secure greatest output of light and a uniform distribution on ceiling.

25-watt bulbs, controlled separately for direct lighting when indirect light is not in use.

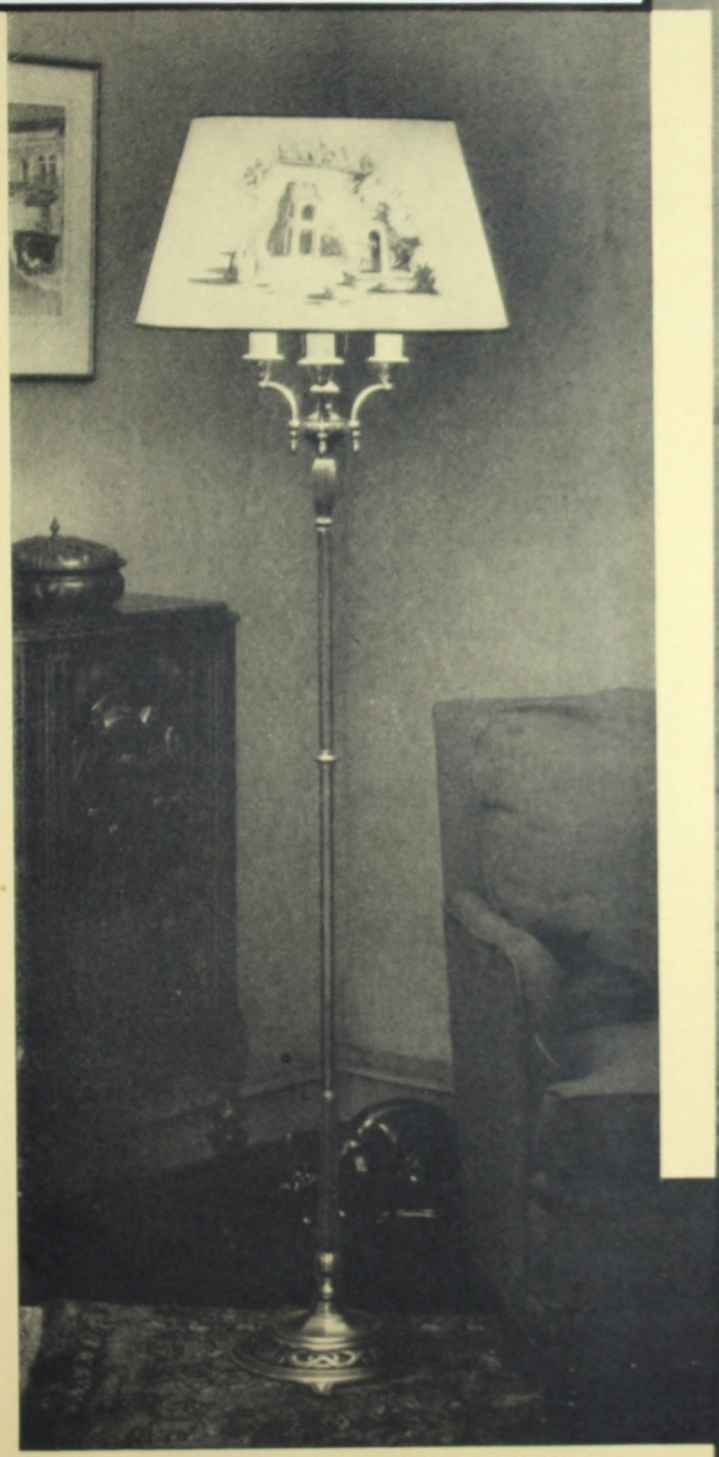
Gives 30% more light than imitation Luminators.

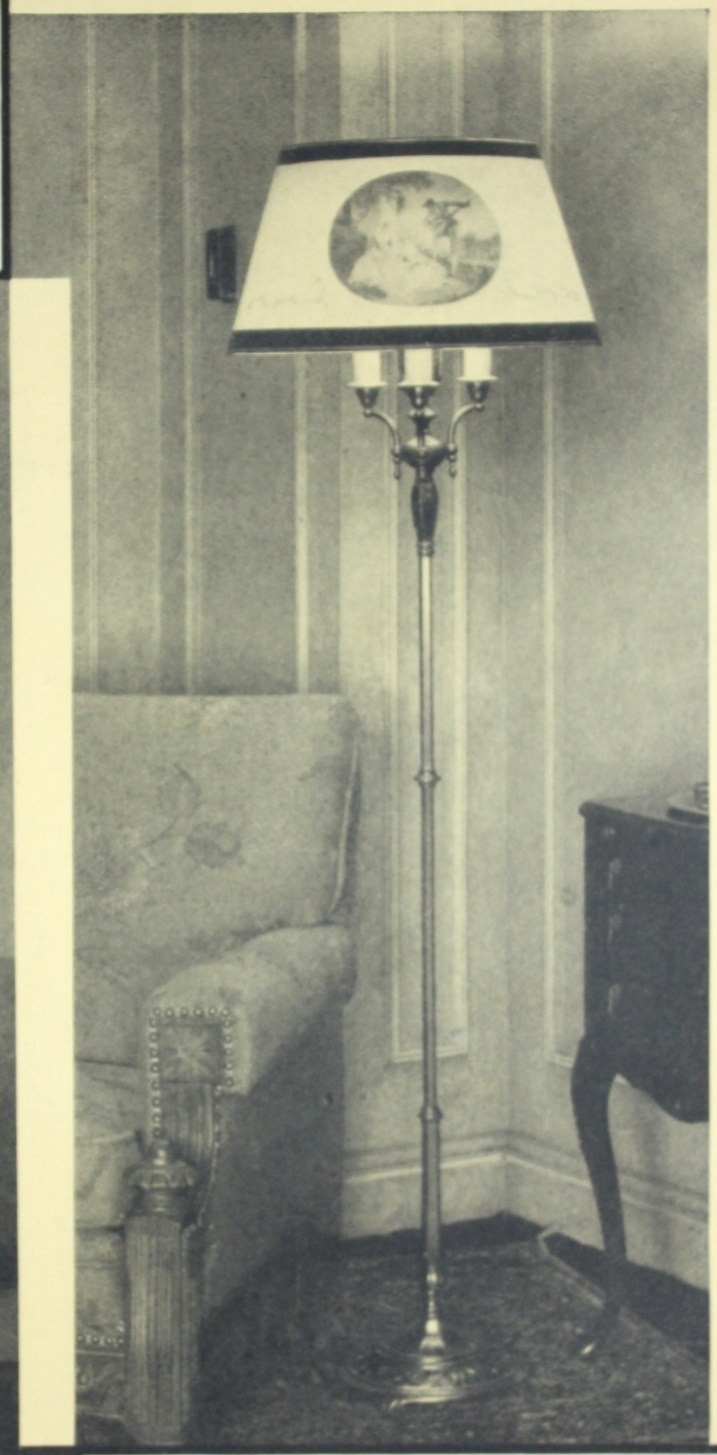
Mogul base porcelain socket inside shell. Passed by Underwriters Laboratories for 300 or 500-watt bulbs. Note: Medium base sockets not permitted with 300-watt bulbs, according to 1930 National Electric Code regulations.

500-watt capacity switch passed by Underwriters Laboratories. Bulbs are well up under shade to protect eyes from glare. R-3 Luminator reflector shown in combination with three bulb cluster.

R-3 Reflector

126 LUMINATOR floor lamp base. Shown with A-42 hand drawn pen and ink sketch shade. Base finished in black and antique gold. Equipped with R-3 Luminator reflector for single 300-watt mogul base frosted bulb. Shade is illuminated. Has extra heavy wide base for stability. Candles take three 25-watt bulbs.



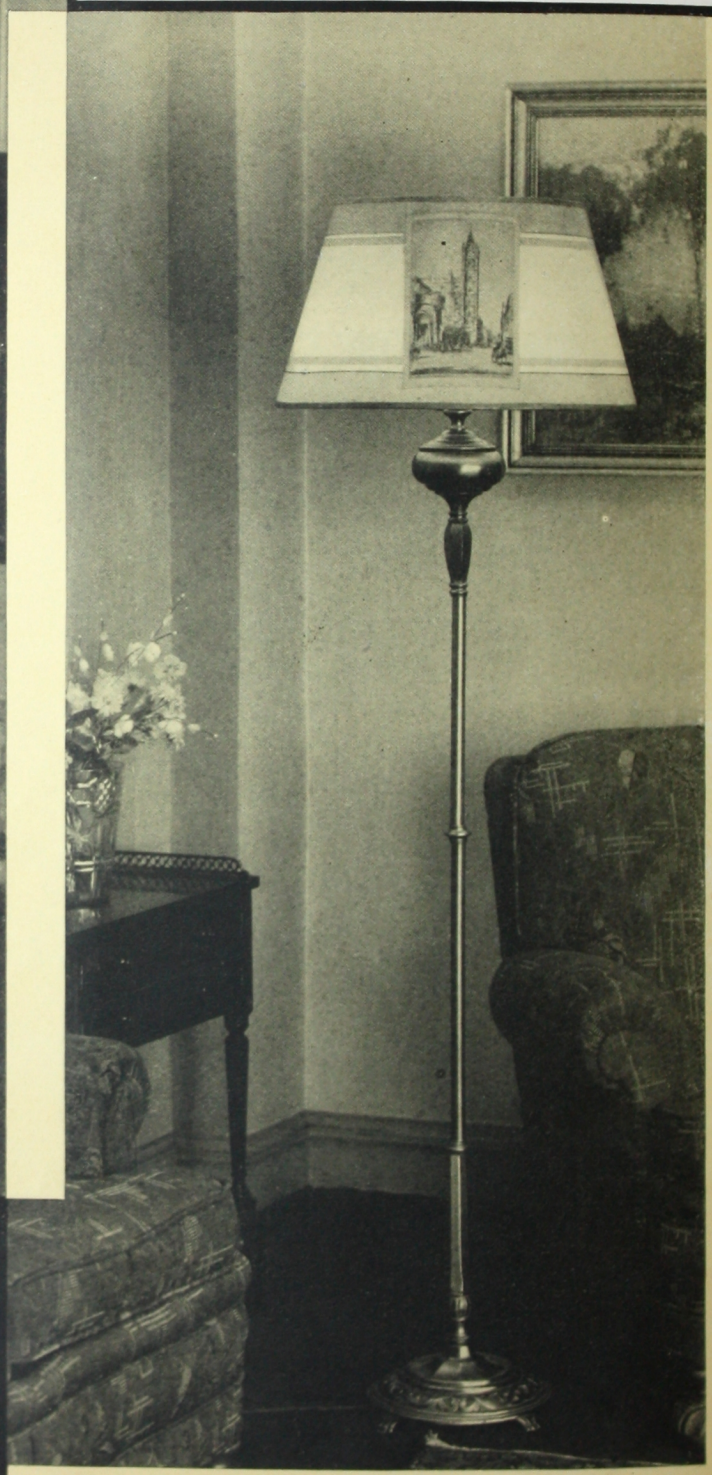


126 LUMINATOR floor lamp base. Shown with A-88 Oval Lancret print parchment shade in brown and gold decoration. Base finished in English bronze. Equipped with R-3 Luminator reflector for single 300-watt mogul base frosted bulb. Extra heavy base for stability. Candles take three 25-watt bulbs.

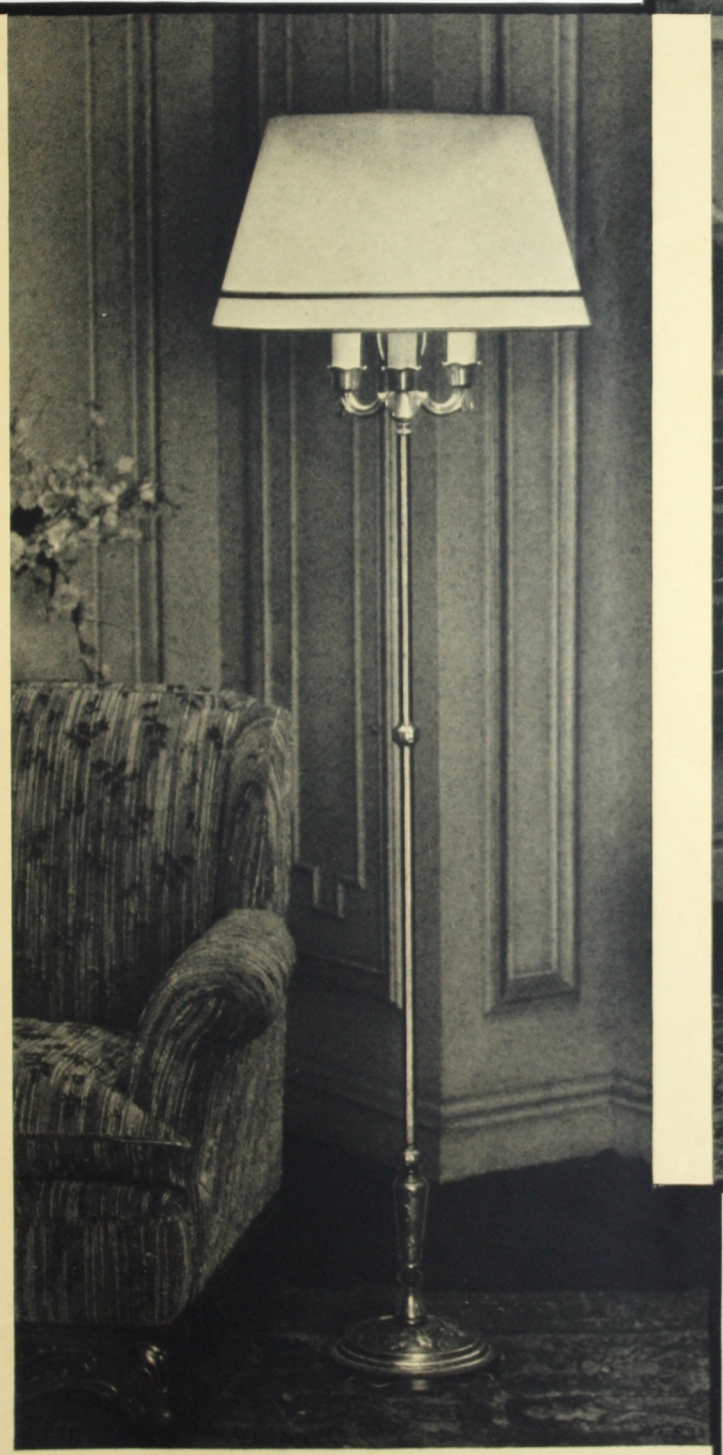


126CR LUMINATOR floor lamp base, finished in black and antique gold. Shown with shade No. A-95 hand painted silhouette shade in black and gold. Equipped with CR-2 converter, using one 60-watt shade lighting bulb and four 100-watt indirect bulbs, separately controlled. Extra heavy base for stability.

126CR LUMINATOR floor lamp base, finished in fine English bronze. Shown with A-93 parchment shade with architectural print by Preston Cribb. Equipped with CR-2 converter, using one 60-watt shade lighting bulb and four 100-watt indirect bulbs, separately controlled.

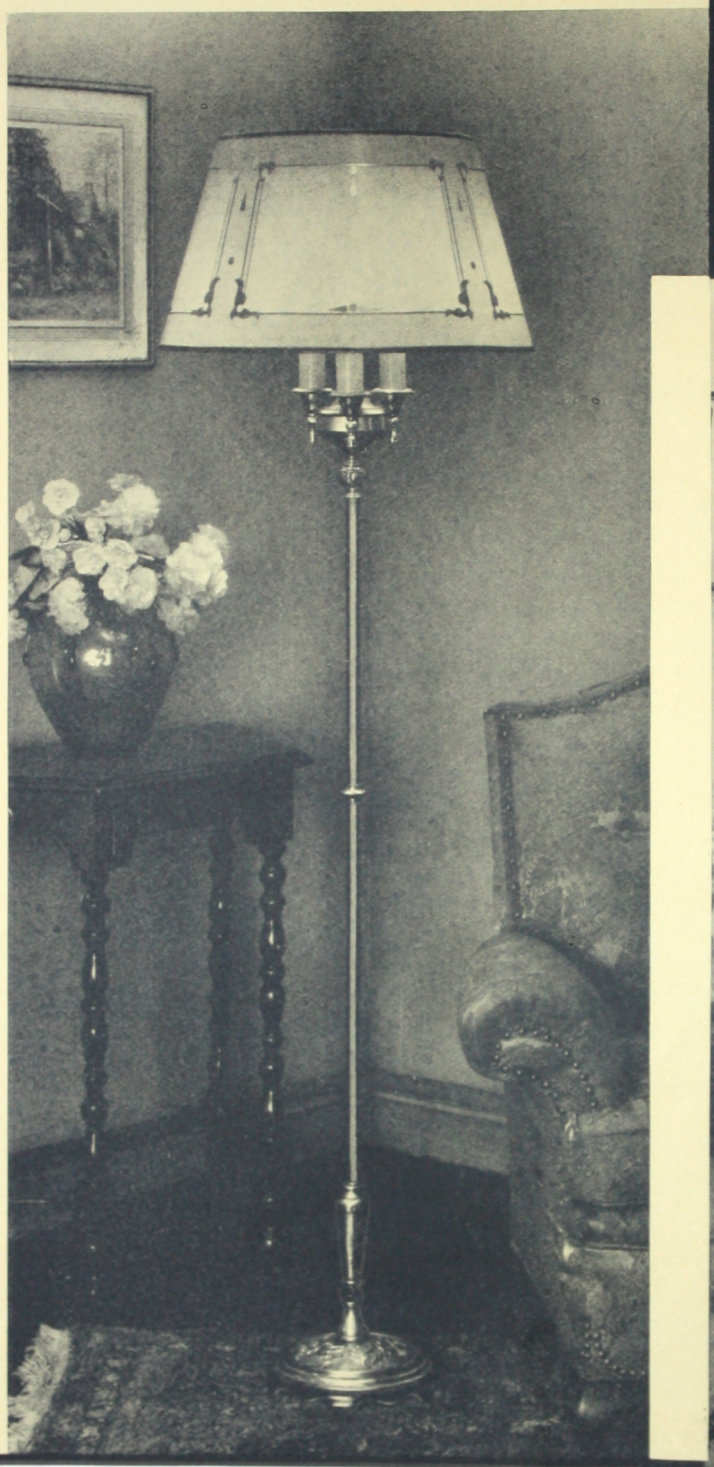


133 LUMINATOR floor lamp base, with A-23 parchment shade with plain black and gold banded border. Base finished in black and antique gold. Equipped with R-3 reflector for single 300-watt frosted bulb. Extra heavy base.

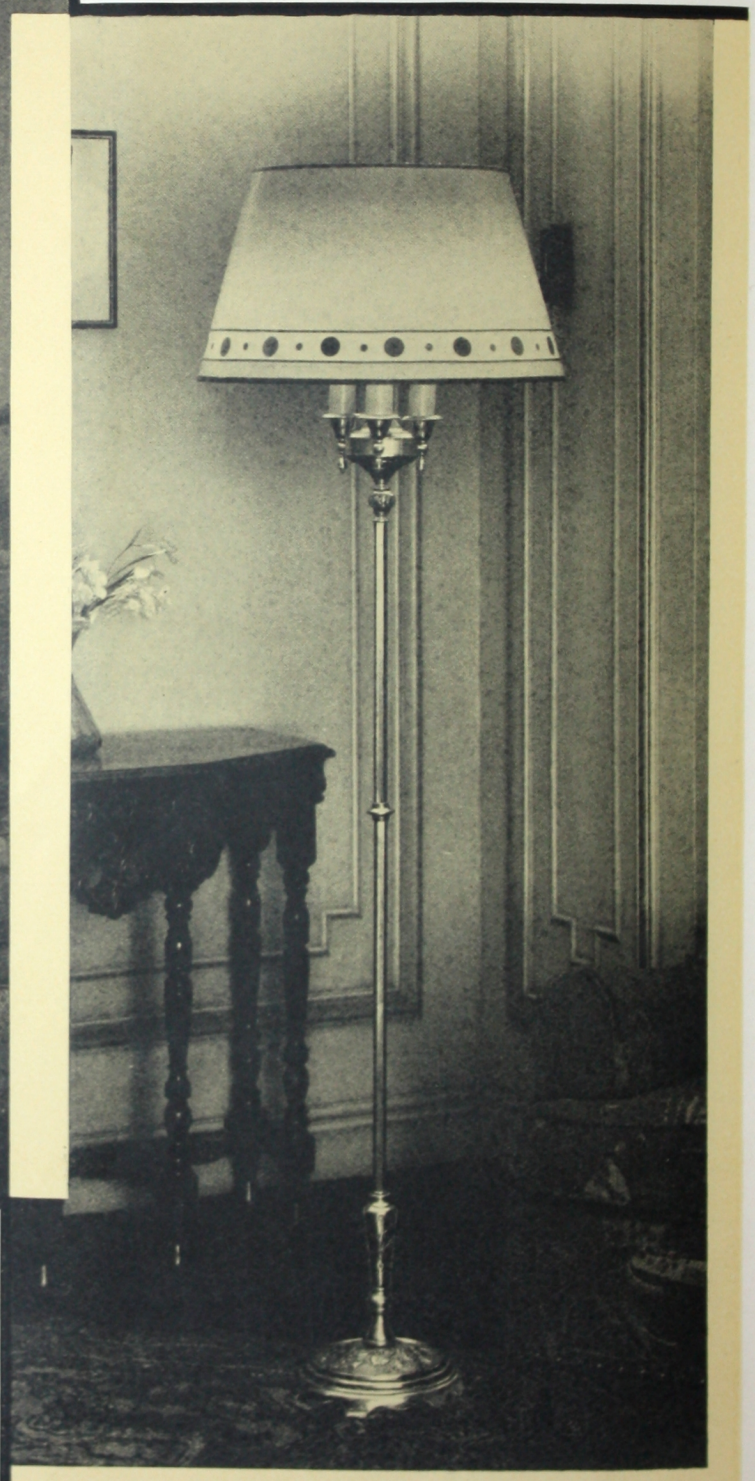




133 LUMINATOR floor lamp base, with A-44 parchment shade with scroll border. Base finished in antique gold. Equipped with R-3 reflector for single 300-watt frosted bulb. Extra heavy base. Candles take three 25-watt bulbs.

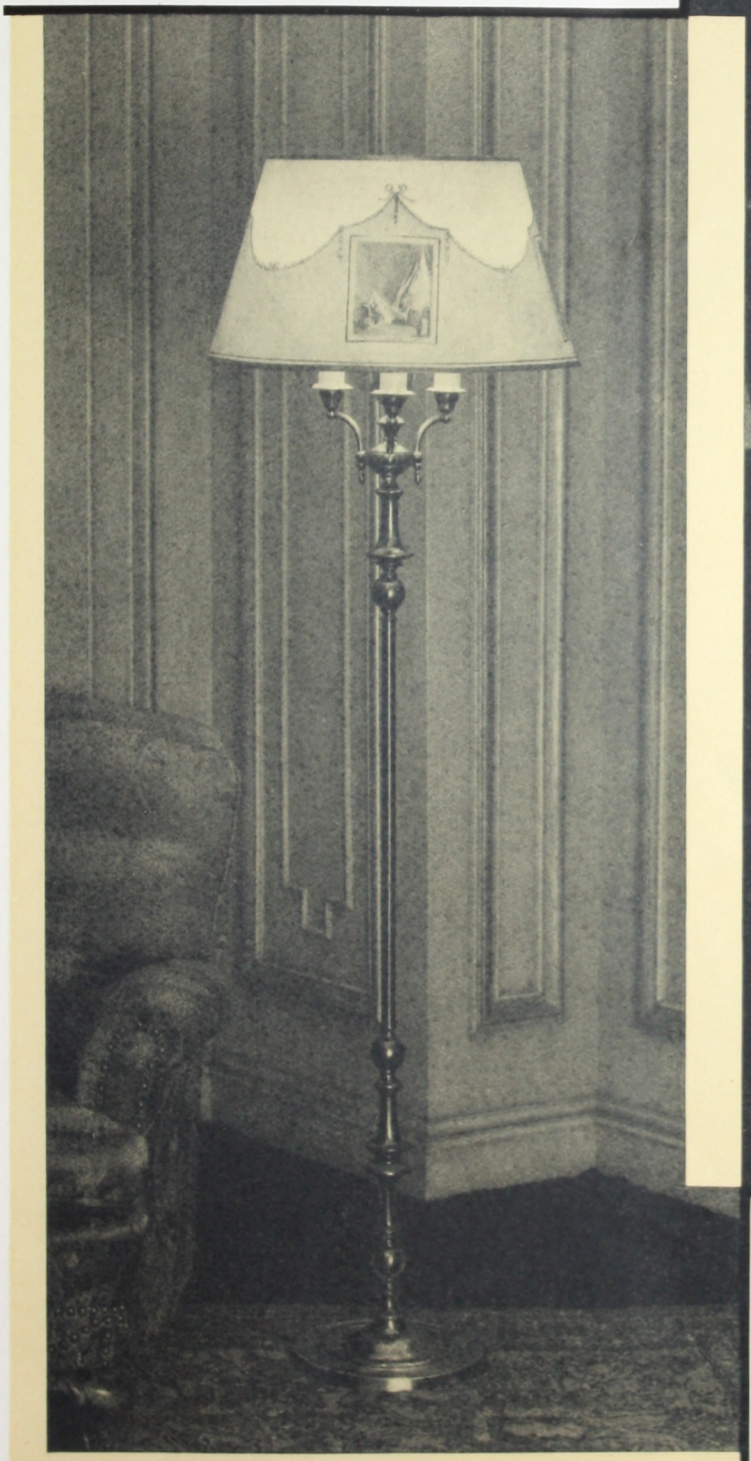


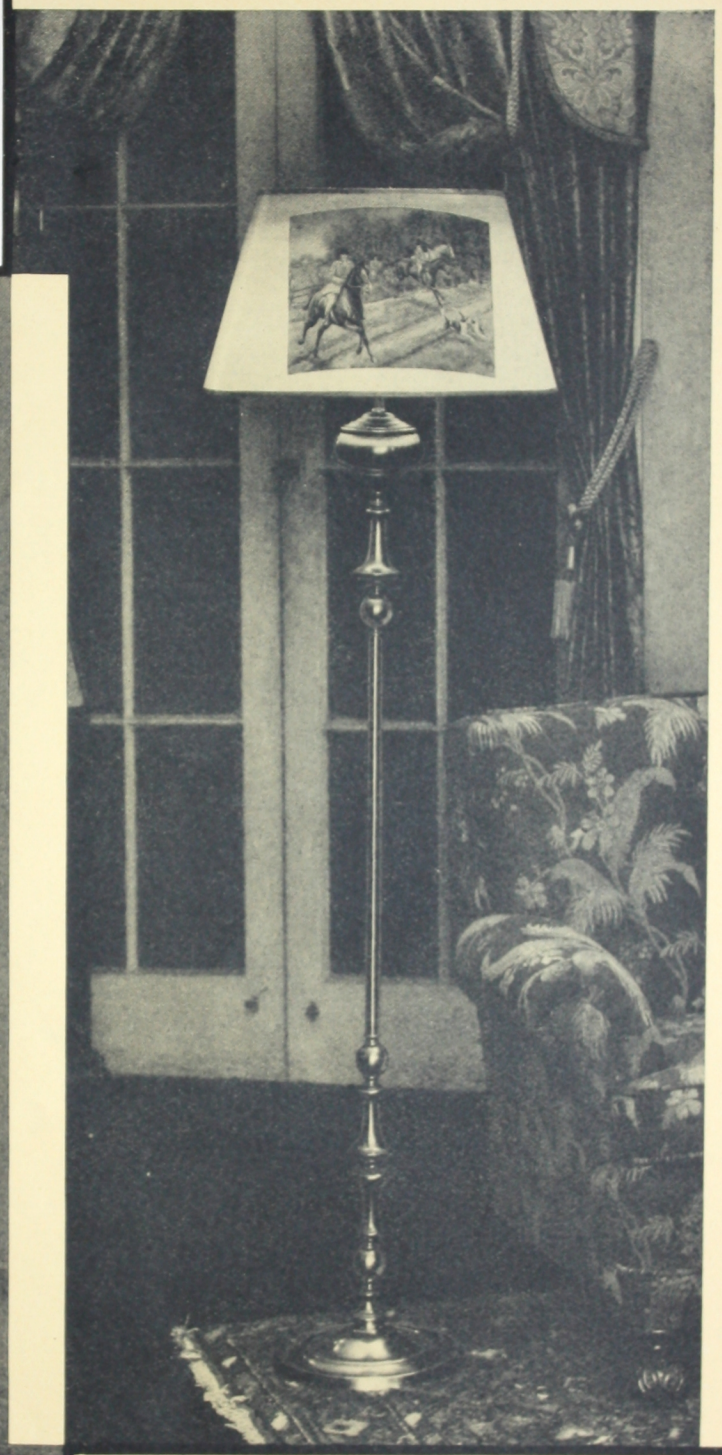
133CR LUMINATOR floor lamp base, finished in antique gold. Shown with A-41 green parchment shade decorated with gold appliqued dots. Candles are not equipped with bulb sockets, on this lamp. Equipped with CR-2 converter, using one 60-watt shade lighting bulb and four 100-watt indirect bulbs, separately controlled. Extra heavy base.



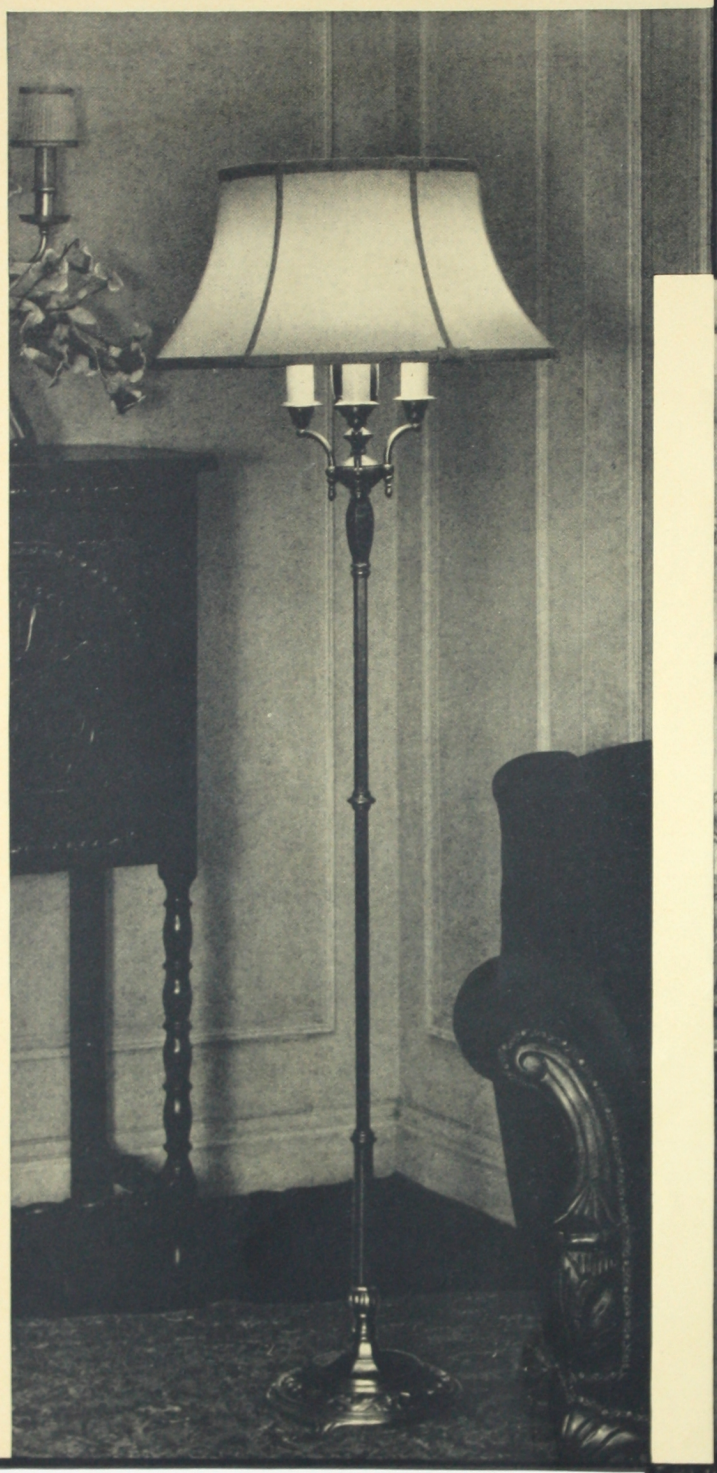
133CR LUMINATOR floor lamp base, finished in black and antique gold. Shown with No. A-39 four panel black and gold parchment shade. Candles on this lamp are not equipped with bulb sockets. Equipped with CR-2 converter, using one 60-watt shade lighting bulb and four 100-watt indirect bulbs, separately controlled. Extra heavy base.

128 LUMINATOR floor lamp base, in fine English brass finish. Shown with A-91 four print shade, hand drawn decoration. Equipped with R-3 Luminator reflector for single 300-watt mogul base frosted bulb. Candles take three 25-watt shade lighting bulbs.





128CR LUMINATOR floor lamp base, in fine English brass finish. Shown with A-45 hunting scene shade. Equipped with CR-2 converter using one 60-watt shade lighting bulb and four 100-watt indirect bulbs, separately controlled.



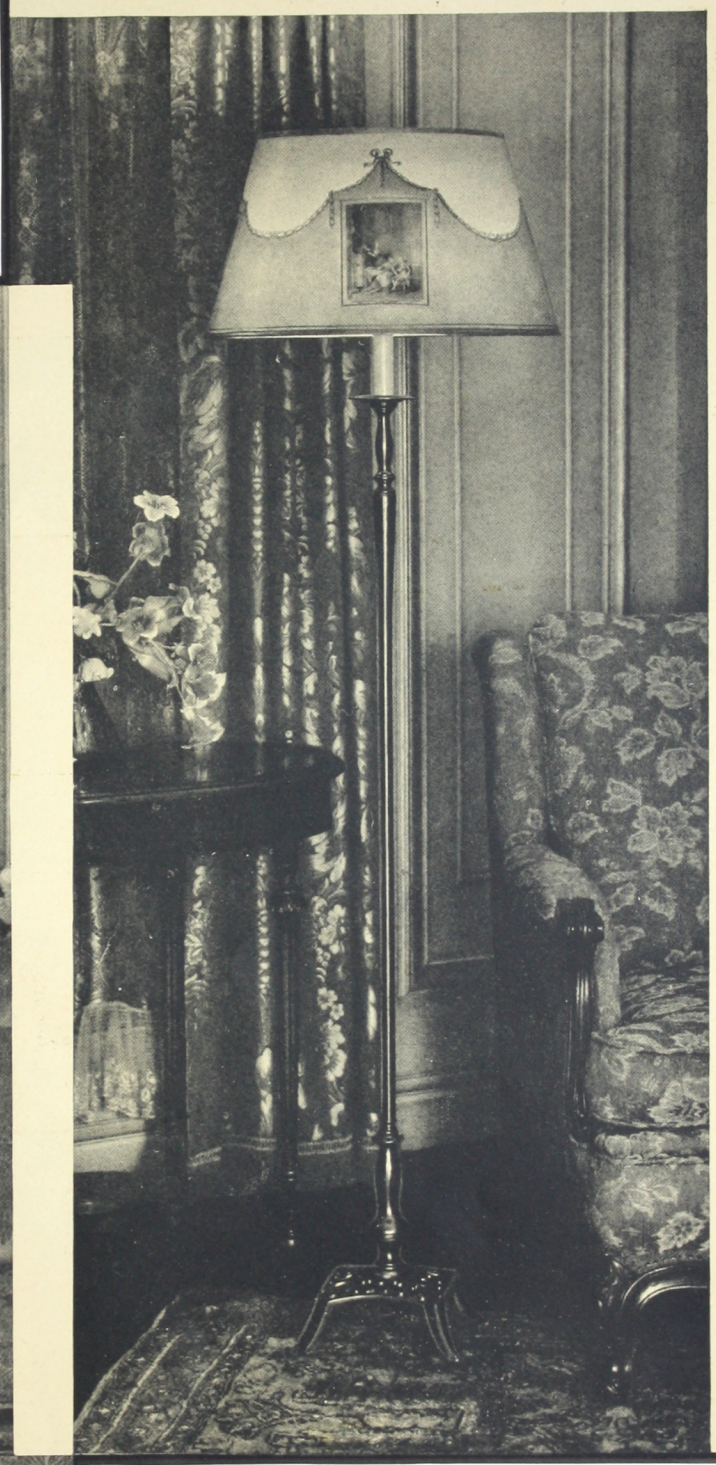
126 LUMINATOR floor lamp base, with A-84 rust bronze stretched celanese shade. Base of fine English brass finish. Equipped with R-3 reflector for single 300-watt mogul base frosted bulb. Candles take three 25-watt bulbs. Four other shade colors available — tan, green, rosewood, and gold.

126 LUMINATOR floor lamp base, with A-72 gold plaited celanese shade. Base finished in black and antique gold. Equipped with R-3 reflector for single 300-watt mogul base frosted bulb. Candles take three 25-watt bulbs. Four other shade colors available — tan, green, rosewood, and rust bronze.



129CR LUMINATOR floor lamp base, with A-36 genuine hand made sheepskin shade. Base of hand toned antique English brass. Equipped with CR-2 converter using one 60-watt shade lighting bulb and four 100-watt indirect bulbs, separately controlled. Shade is hand sewn and carefully antiqued giving it fine character. Appreciated and used extensively by decorators.





129CR LUMINATOR floor lamp base, with A-91 four print shade. Base of fine English brass finish, of graceful design. Equipped with CR-2 converter using one 60-watt shade lighting bulb and four 100-watt indirect bulbs, separately controlled. Base has graceful tapered tubing. A finely made product used in better grade homes.



A41



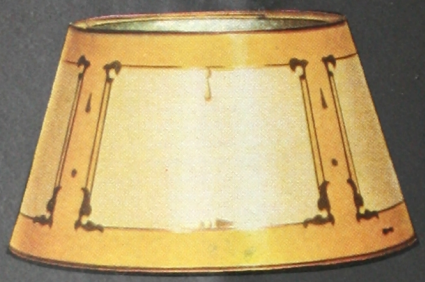
A80 GREEN - A81 ROSEWOOD
A82 GOLD - A83 TAN
A84 RUST BRONZE



A47



A92



A39 BLACK AND GOLD
Also A38 GREEN AND GOLD



A88 BROWN
A89 BLACK



A44



A45



A42



A23



A36



A68



A27

SHADE SIZES

SHADES HAVING PREFIX "A"
Top Diameter 13", Bottom Diameter 19", Depth 10½".

SHADES HAVING PREFIX "B"
Top Diameter 10", Bottom Diameter 13¼", Depth 8¾".

SHADES HAVING PREFIX "C"
Top Diameter 8¼", Bottom Diameter 9½", Depth 6¼".



A95 GOLD
A96 SILVER



A90



A91



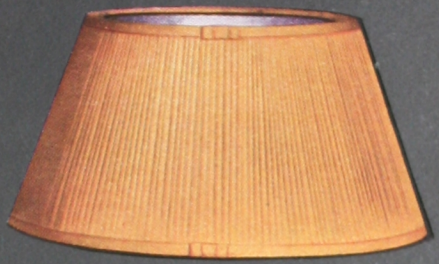
A93



A94



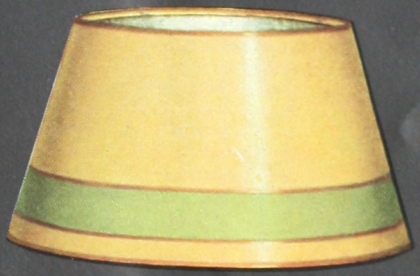
A86



A70 GREEN - A71 ROSEWOOD
A72 GOLD - A73 TAN
A74 RUST BRONZE



B58 Also C65



A21



B59



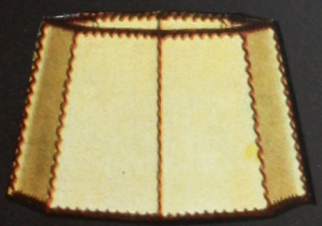
B52



B51



B54



B56

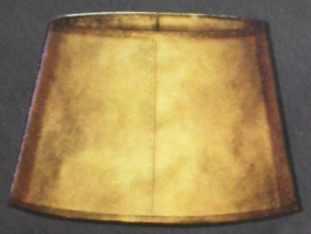
INTERCHANGEABLE SHADES

Under each lamp illustrated, we show a shade number. Any lamp shown with an "A" prefixed shade will take any other shade having "A" prefix, such as A-21, A-44, etc.

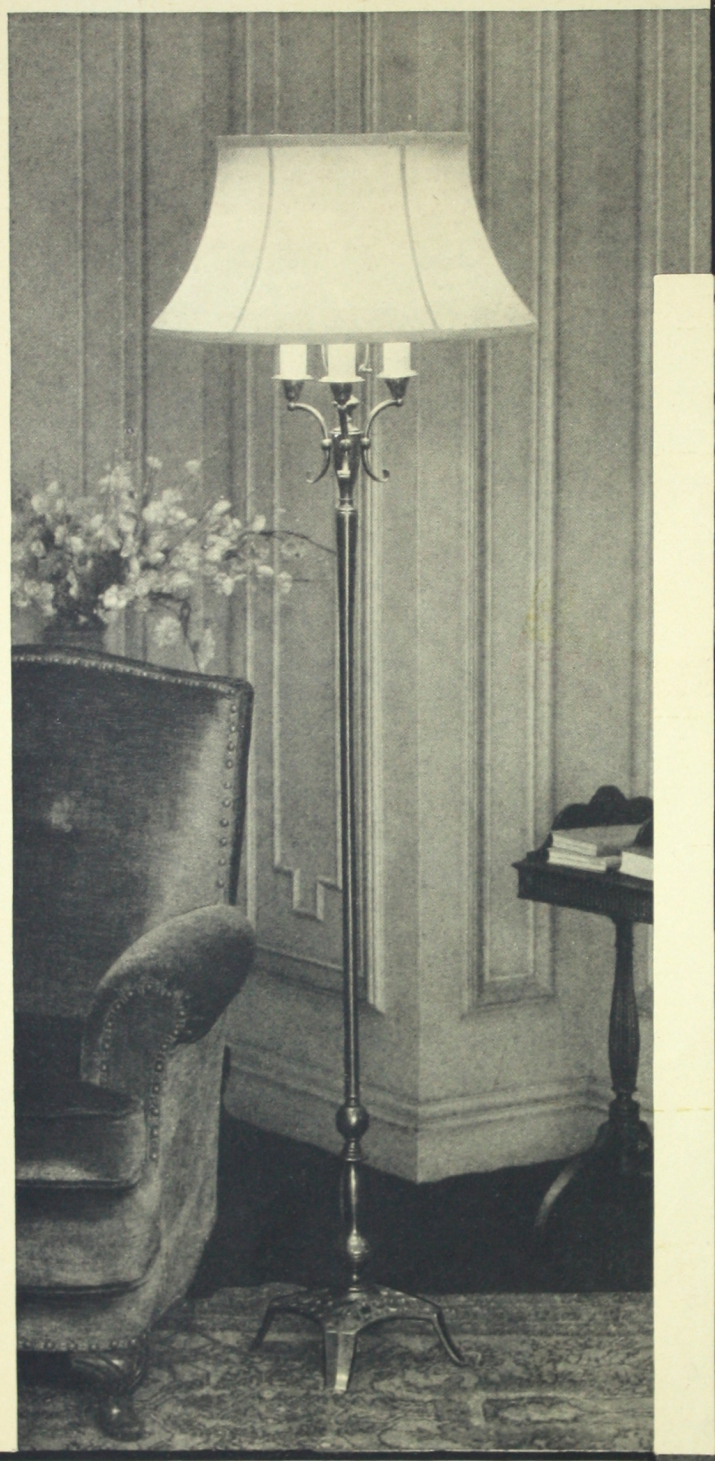
Any lamp bearing a shade having prefix "B" will take any other shade with "B" prefix.

The same rule applies to the "C" prefixed shades.

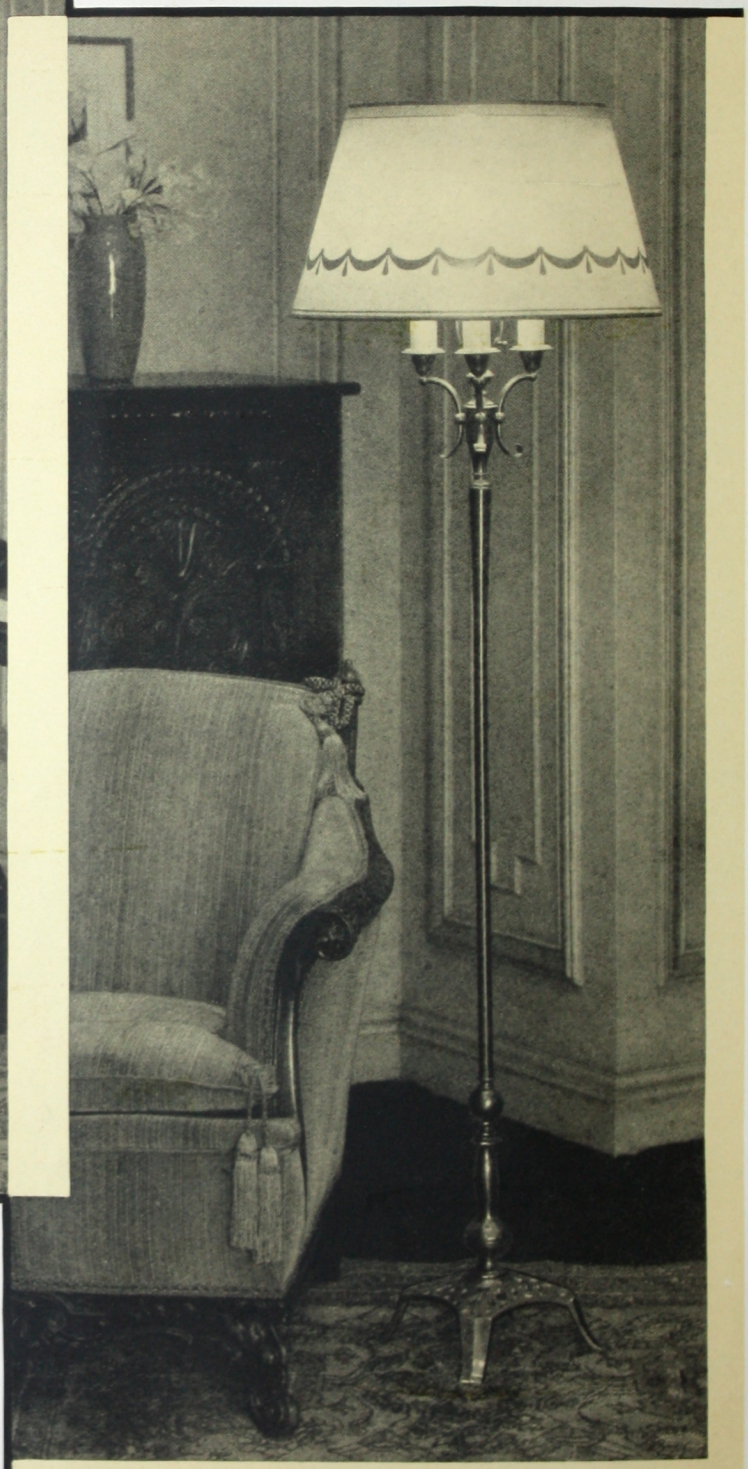
Individual shade prices are shown on page 44 of this catalog.



B53 Also C61



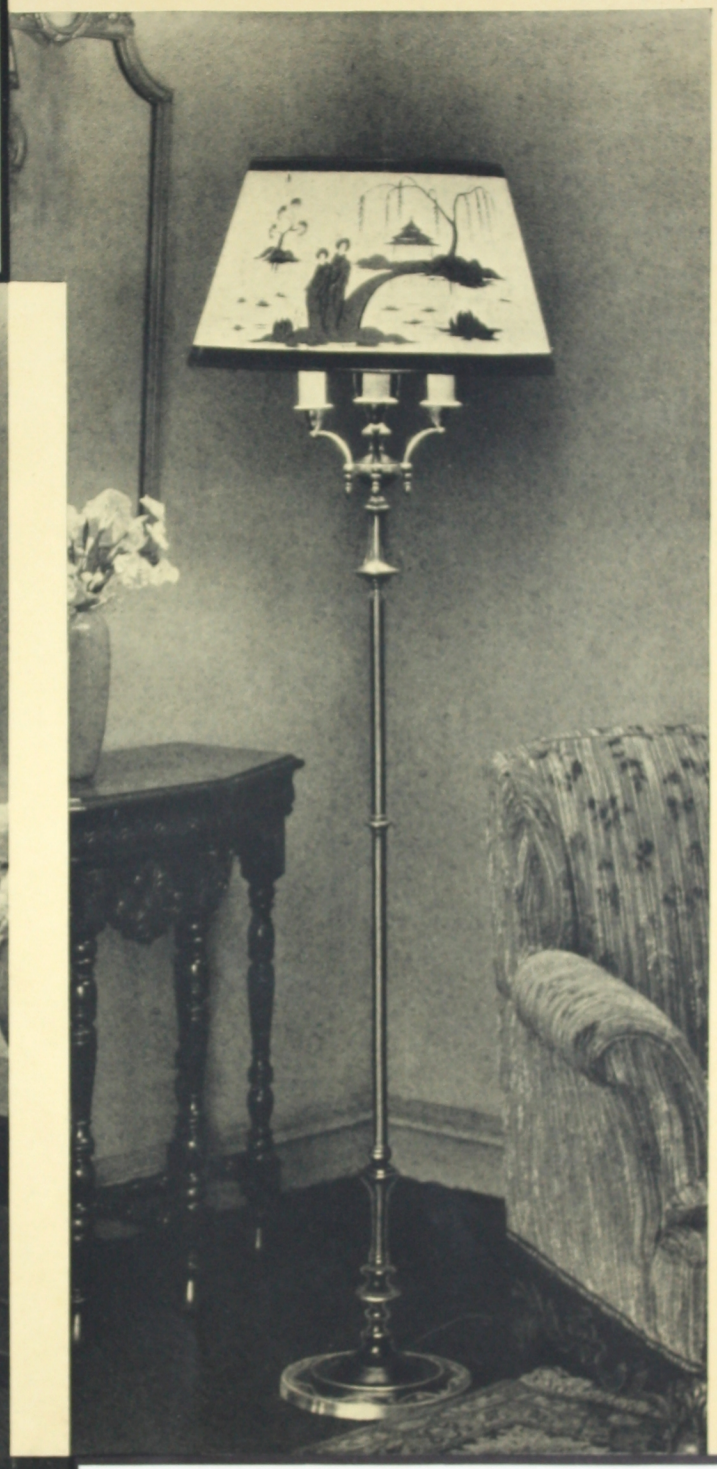
129 LUMINATOR floor lamp base, with A-86 parchment shade. Festoon border of gold applique. Base of hand toned English brass finish, base and candle arms carefully hand finished. Equipped with R-3 reflector for single 300-watt mogul base frosted bulb. The combination of this shade and base makes a low priced quality lamp.



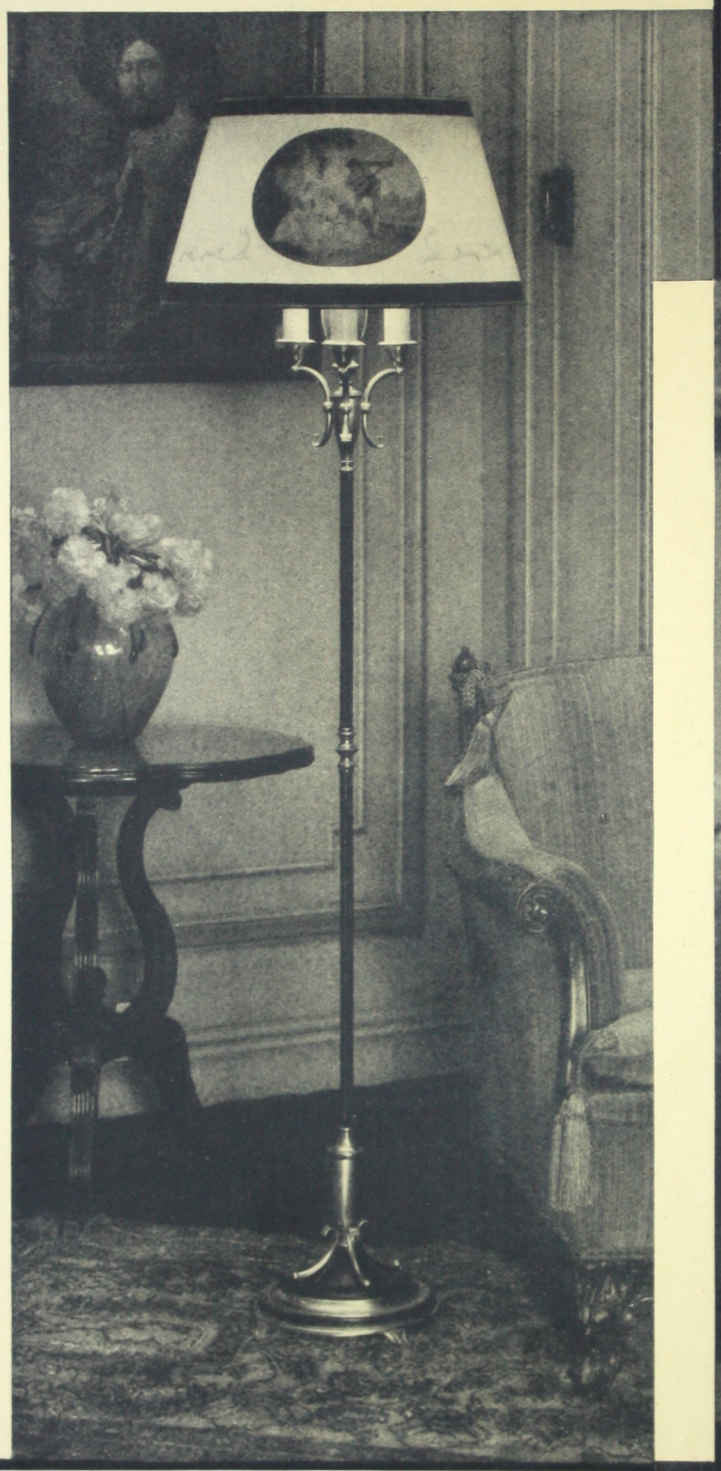
129 LUMINATOR floor lamp base, with A-83 light tan stretched celanese shade. Hand toned English brass finish on beautifully tapered stem and hand made candle arms. Equipped with R-3 reflector for single 300-watt mogul base frosted bulb. Candles take three 25-watt bulbs. This is a beautifully made quality article which shows the fine hand work.

131 LUMINATOR floor lamp base, with A-90 parchment shade. Hand painted floral festoon decoration on shade. Base of green onyx, antique gold and green on metal. Equipped with R-3 reflector for single 300-watt mogul base frosted bulb. Candles take three 25-watt bulbs. Shade is beautifully hand painted in raised design.

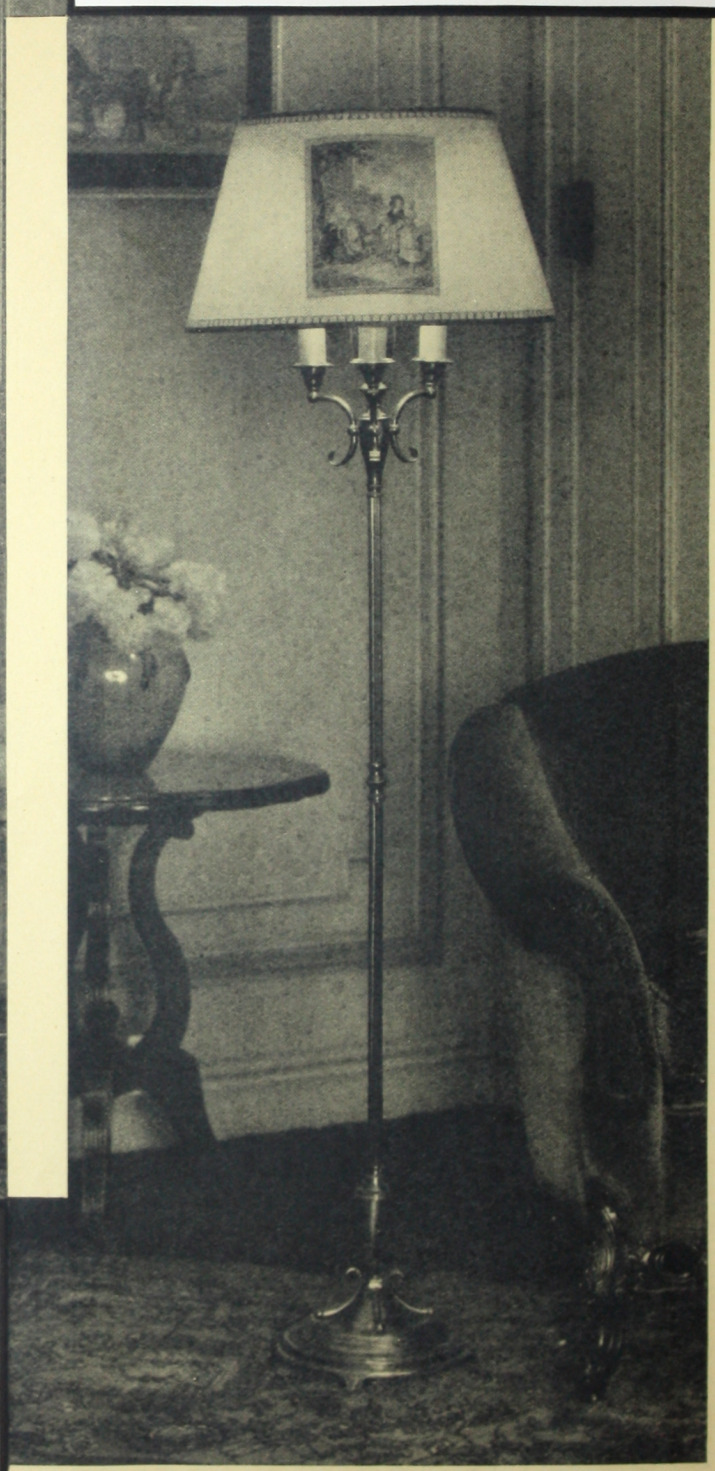




145 LUMINATOR floor lamp base, with A-94 Chinese decorated parchment shade. Base shown in black and gold. May be had also in all bronze if desired. Equipped with R-3 reflector for single 300-watt mogul base frosted bulb. The special process work on the base decoration immediately shows its quality. The shade is hand painted in the special raised process and is truly a fine article.

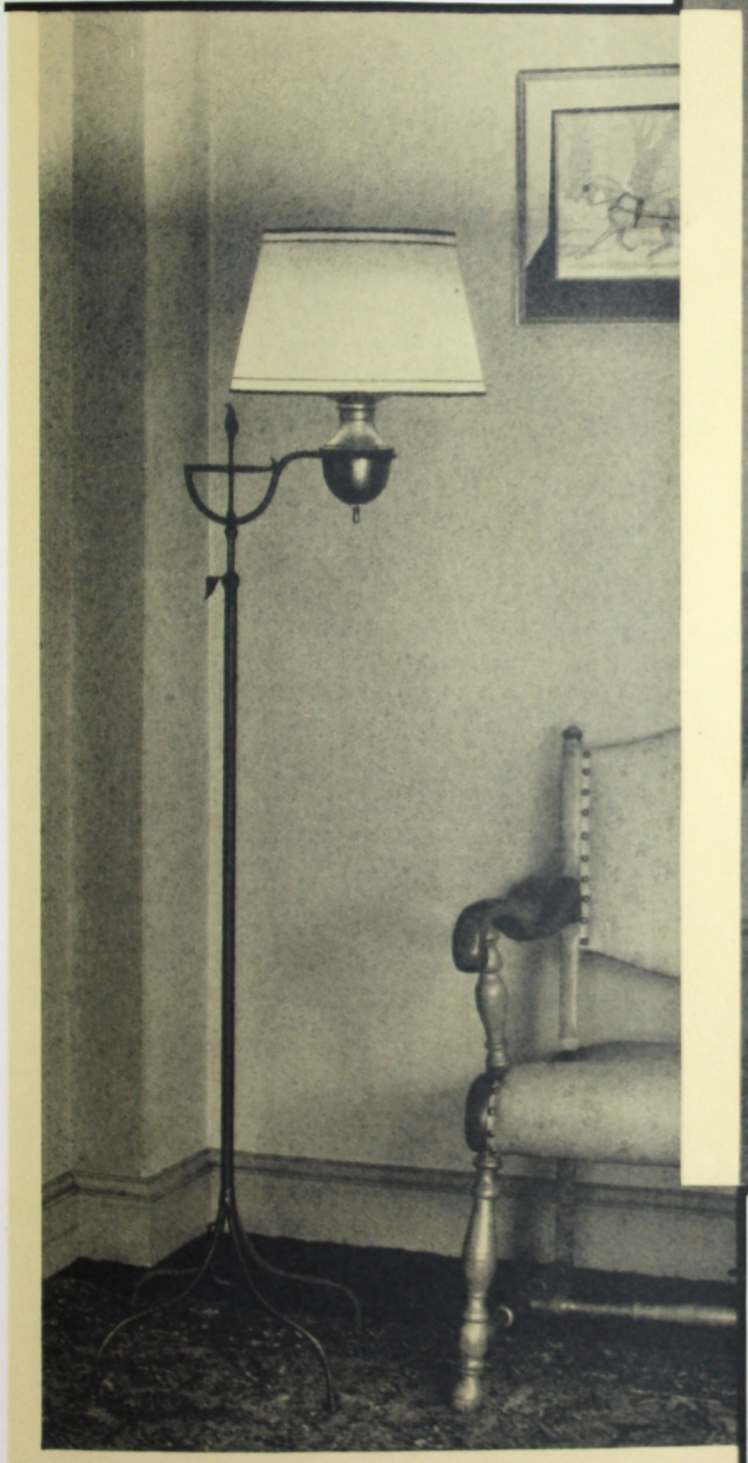


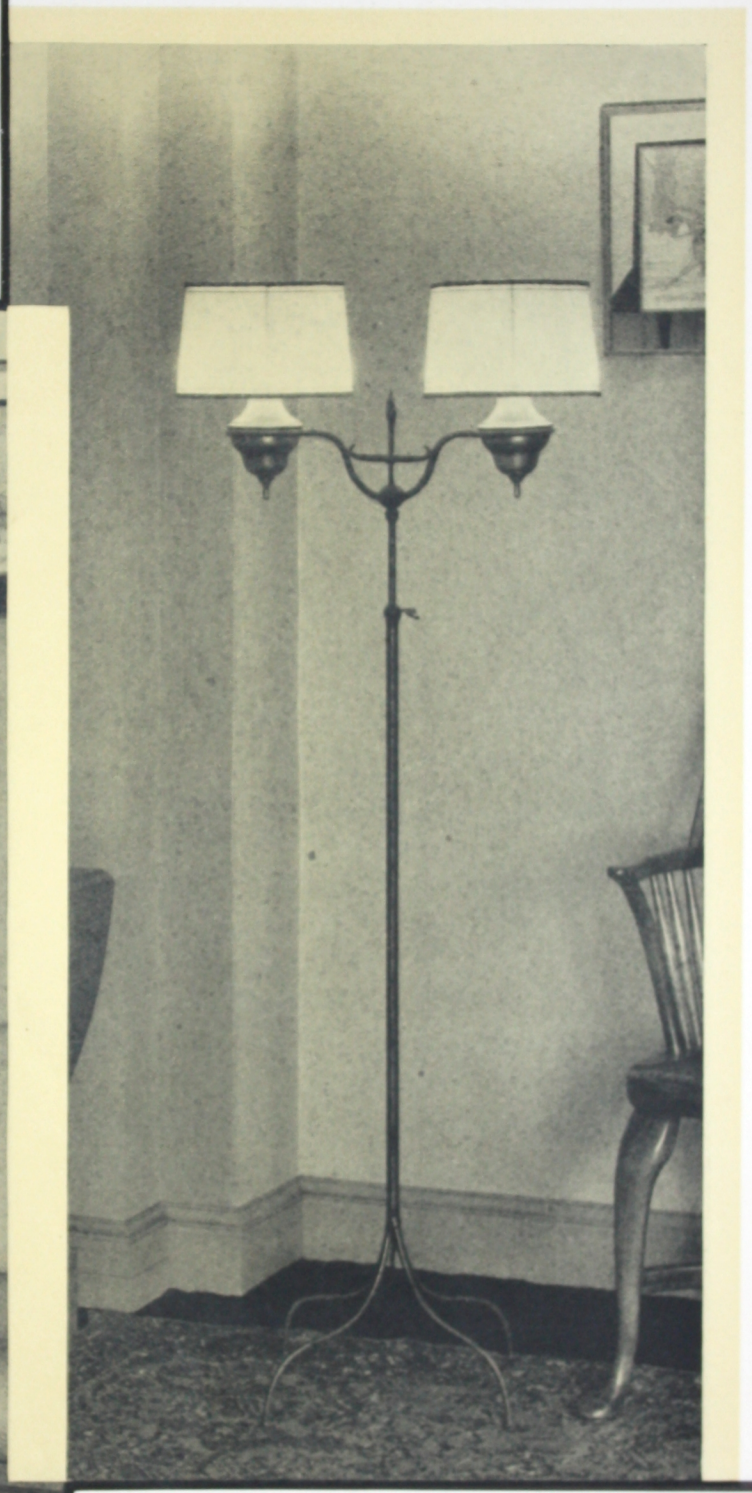
127 LUMINATOR floor lamp base, with A-92 French print parchment shade. Finished in English brass. Candle arms and scroll work carefully hand made. Equipped with R-3 reflector for single 300-watt mogul base frosted bulb. Fine brass spinning and hand work combine to make this immediately recognized as an exclusive high grade lamp. Our celanese silk shades look well on this base.



127 LUMINATOR floor lamp base, with A-89 oval print Lancret parchment shade with black border. Black and antique gold finish on graceful hand made base. Equipped with R-3 reflector for single 300-watt mogul base frosted bulb. No hand labor has been spared in creating a finished exclusive product that will grace a fine living room. Silk shades are preferred by some with this base.

155CR LUMINATOR floor lamp base, with B-58 plain parchment, leather trimmed shade. Delicately hammered hand wrought throughout. Antique brass oil fount. Equipped with CR-1 converter using one 60-watt shade lighting bulb and four 100-watt indirect bulbs, separately controlled. Adjustable in height from 58″ to 68″. This is the kind of base that any decorator appreciates because the delicate hand work is apparent.

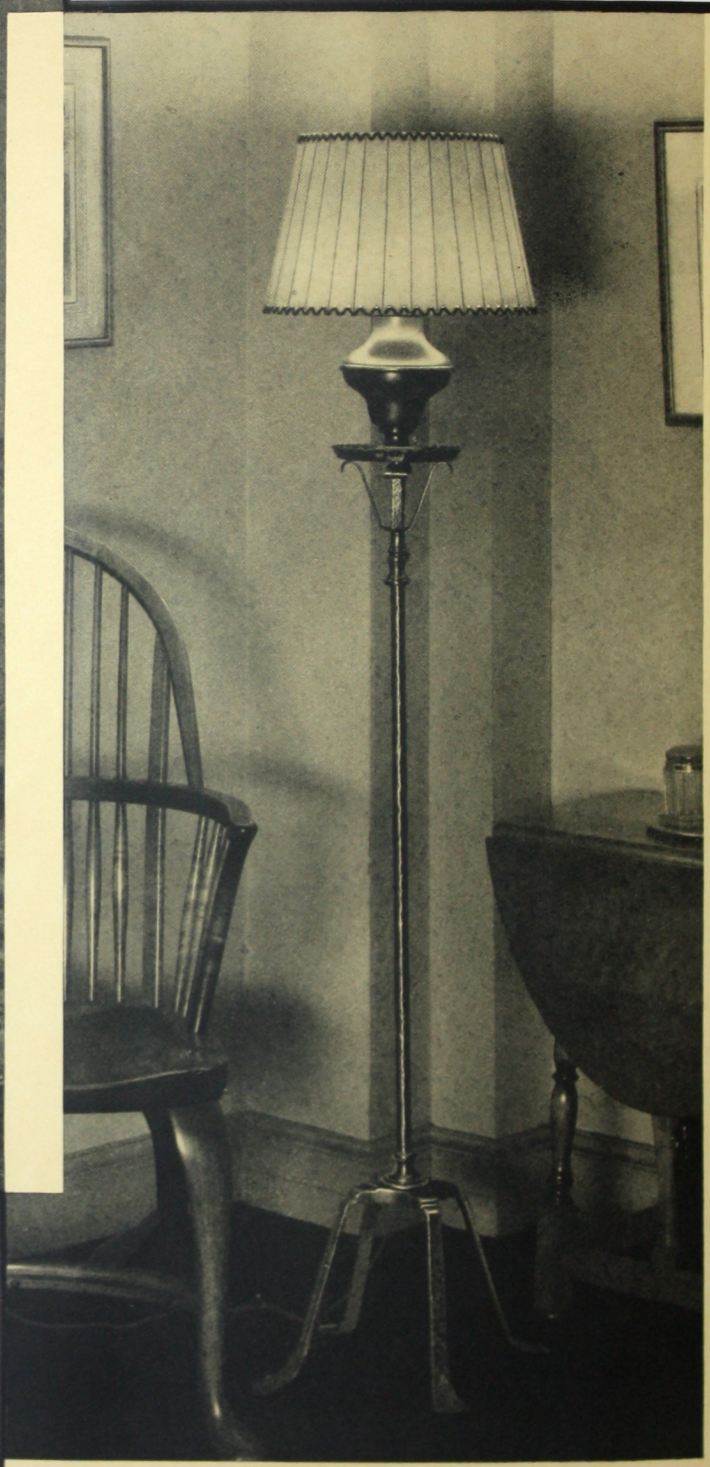




156D LUMINATOR floor lamp base, with C-65 plain parchment, leather trimmed shades. Delicately hammered wrought iron throughout, all hand made. Each shade conceals small indirect reflector for 200-watt frosted bulb. Adjustable in height from 55″ to 68″. This lamp is popular in better homes where craftsmanship in wrought iron is admired.



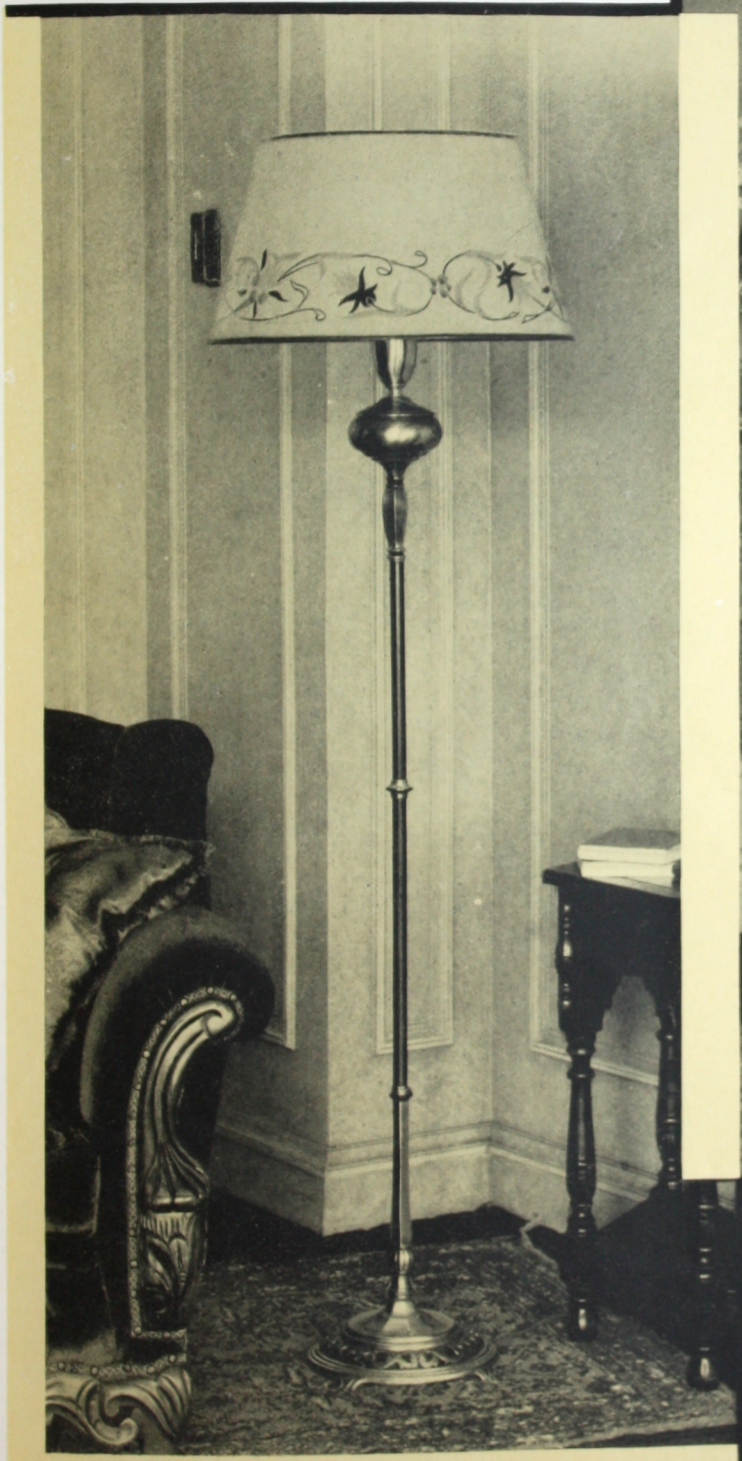
190CR LUMINATOR adjustable floor lamp base of early American style, with B-54 laced parchment shade. Has pewter oil fount and hand wrought Swedish steel base. Adjustable in height from 60" to 68". Equipped with CR-1 converter using one 60-watt shade lighting bulb and four 100-watt indirect bulbs separately controlled. This is now so low in price and harmonizes so readily everywhere that it is being extensively used.

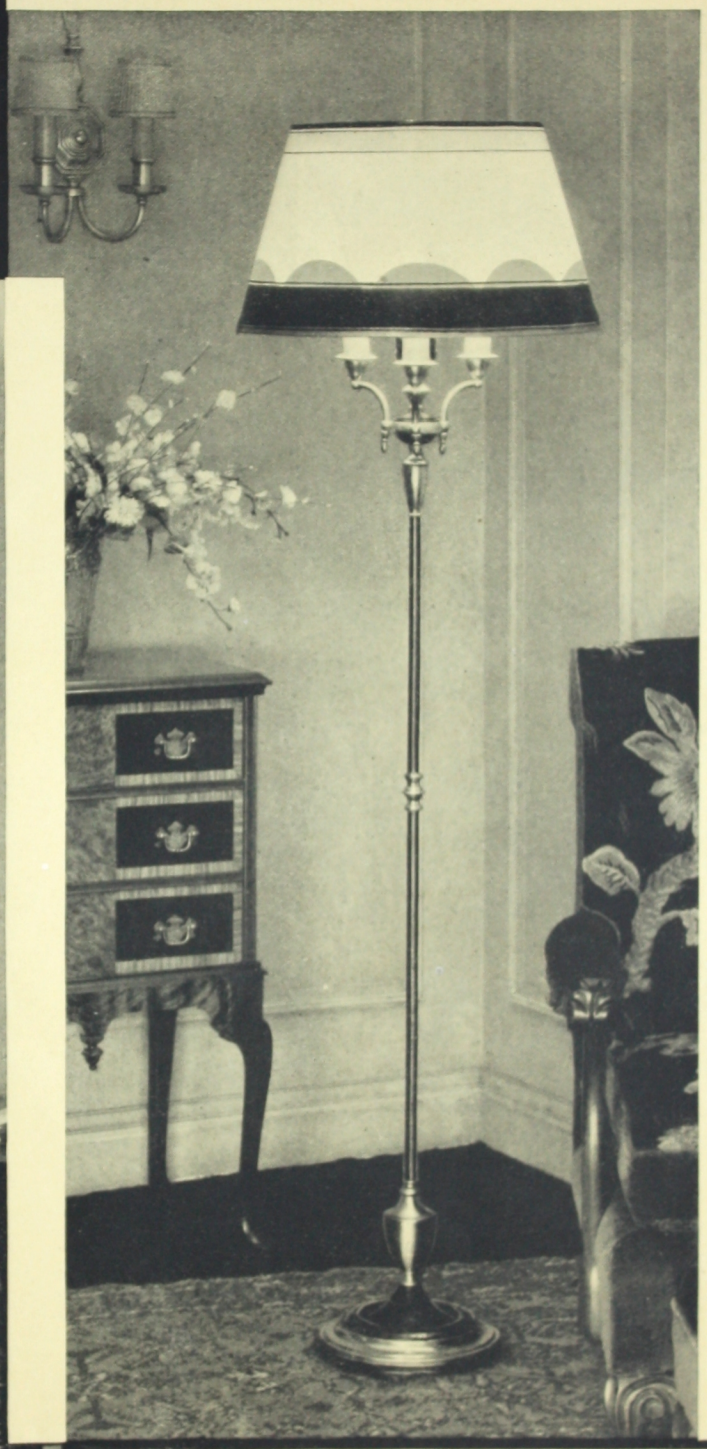


189CR LUMINATOR adjustable bridge type base of English colonial style with B-56 laced sheepskin shade. A favorite of interior decorators. Fine hand toned English brass finish. Equipped with CR-1 converter using one 60-watt shade lighting bulb and four 100-watt indirect bulbs, separately controlled. Adjustable in height from 60" to 68". No reproduction we have ever made has brought more favorable comment from owners and decorators.

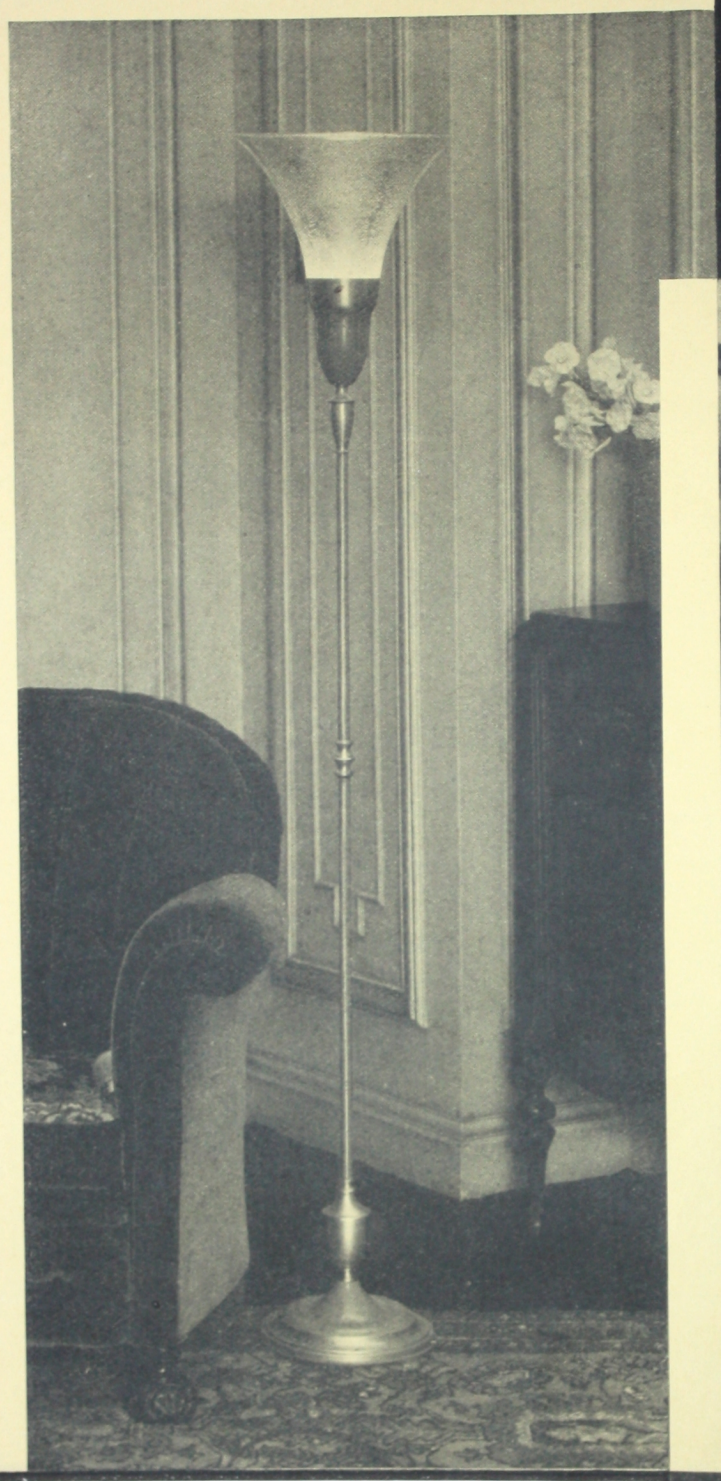
126-R4 LUMINATOR floor lamp base, with A-44 scroll border parchment shade. Base finished in black and antique gold. Equipped with R-4 reflector (see page 14) for single 300-watt mogul base frosted bulb. R-4 reflector is designed to illuminate the shade in addition to giving indirect light. This is a low priced shaded indirect torchere. The base is extra heavy and the finish is of high quality.

ALSO SUPPLIED IN ENGLISH BRASS FINISH





138 LUMINATOR floor lamp base, with A-68 black and gold parchment shade. Base finished in black and antique gold. May be had if desired in Nile green and gold, or black and silver. Equipped with R-3 reflector for single 300-watt mogul base frosted bulb. Beautifully made using brass spinnings. A plain high grade lamp at a reasonable price.

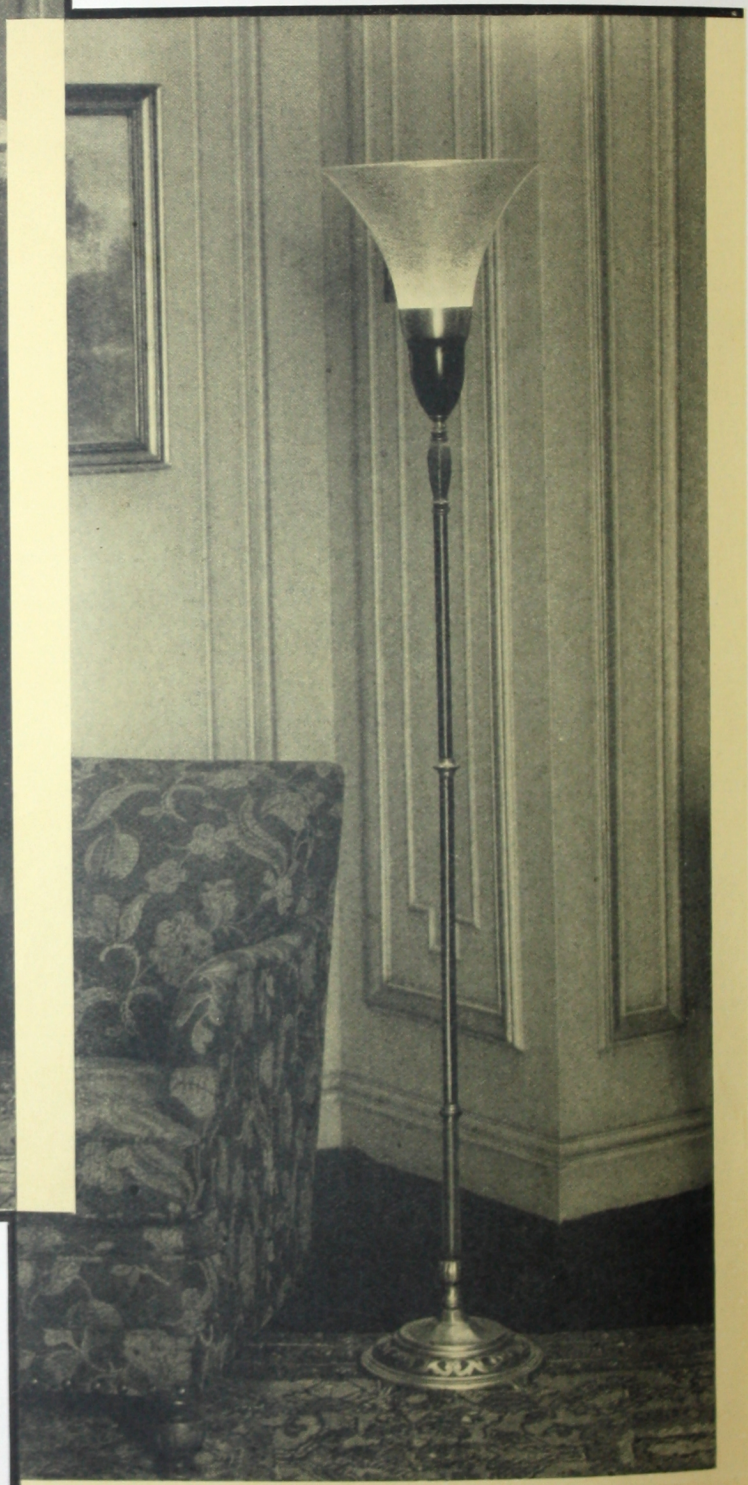


142 LUMINATOR glass top torchere, Nile green and dull gold finish. Ingeniously designed polished inner reflector and golden colored deflector permits soft golden glow of light through the glass without slightest glare. Uses single 300-watt mogul base frosted bulb. Here is a truly beautiful torchere that has definite decorative quality and gives a powerful indirect light.

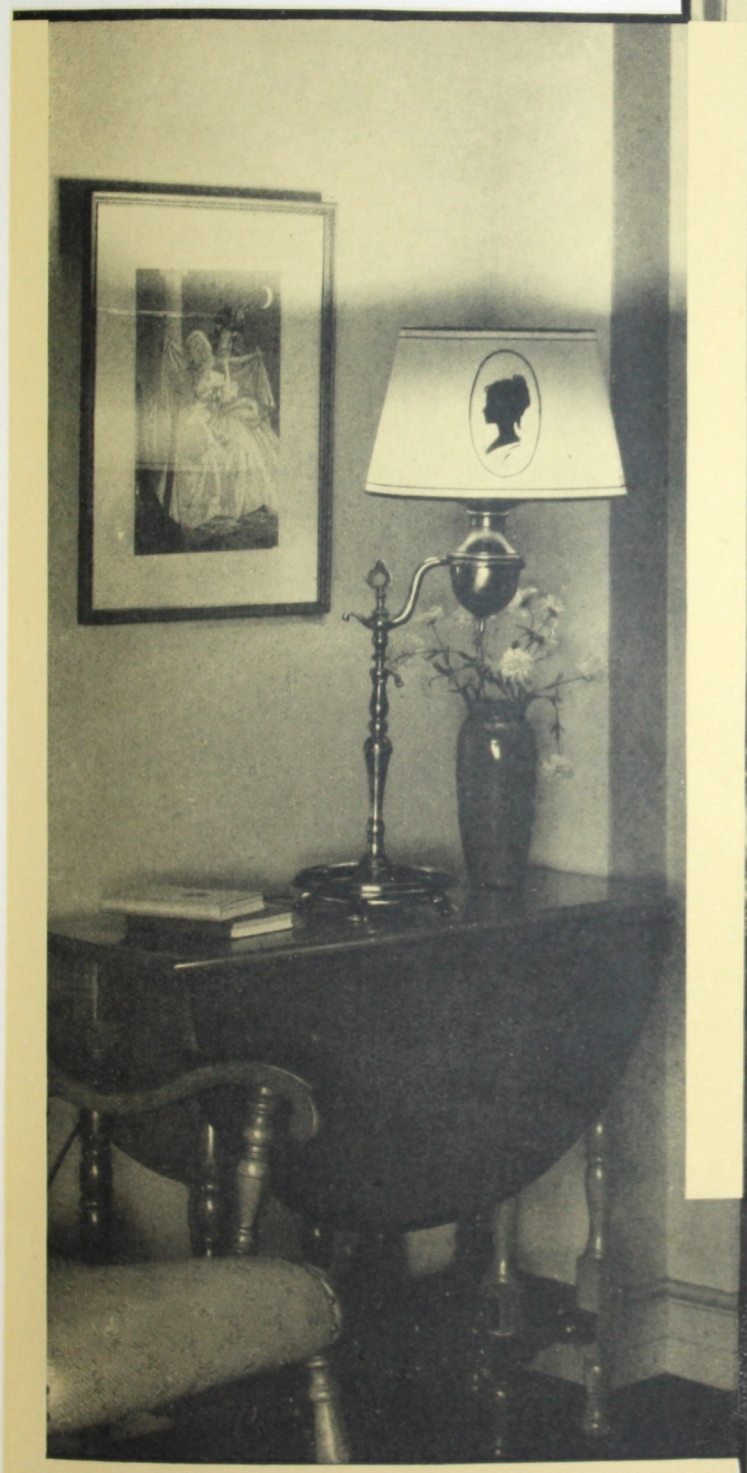
ALSO SUPPLIED IN BLACK AND GOLD OR BRASS FINISH

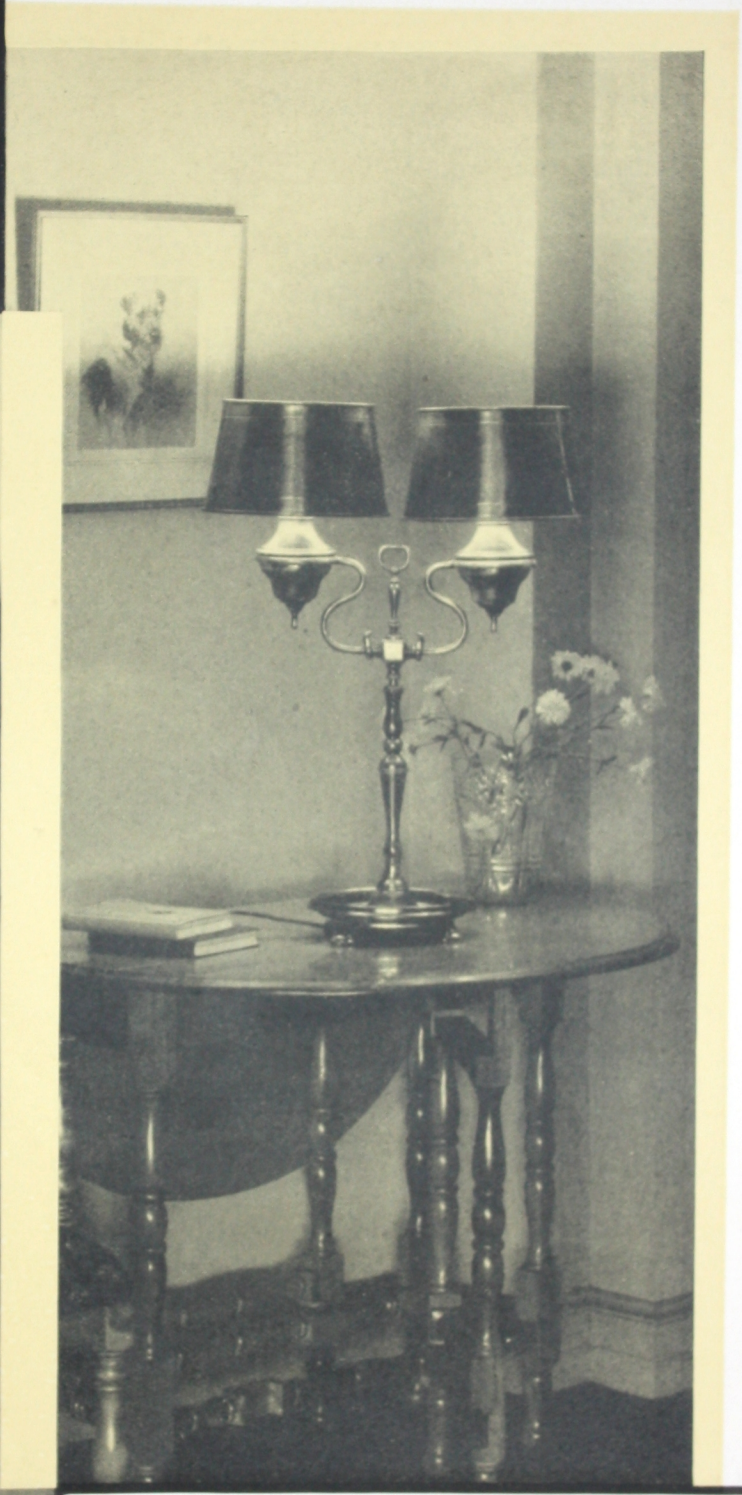
144 LUMINATOR glass top torchere, black and antique gold finish. Ingeniously made inner reflector permits soft golden glow of light through the glass without the slightest glare. Uses single 300-watt mogul base frosted bulb. Base is extra heavy with beautiful design and fine finish.

ALSO SUPPLIED IN ENGLISH BRASS FINISH



166CR LUMINATOR table lamp base. Colonial style. Beautifully finished in English brass. Shown with B-59 hand painted silhouette shade. Equipped with CR-1 converter using one 60-watt shade lighting bulb and four 100-watt indirect bulbs, separately controlled. Adjustable in height from 26″ to 33″. Entirely hand made, a really fine piece. This is another example of fine craftsmanship for which we are famous, all parts hand made and finished.





169D LUMINATOR adjustable table lamp, with C-63 metal shades to match. Finished throughout of finely hand toned English brass. Each shade conceals a small indirect reflector for 200-watt frosted bulb. Adjustable in height from 26″ to 33″. Entirely hand made. The exquisite beauty of this lamp is appreciated by those who know fine finishing and delicate hand work.



184CR LUMINATOR table lamp base, with A-46 shade to match. Base of hand made pottery in Nile green finish. This pottery has a distinctively colored surface character that can only be attained by individual treatment. The shade is carefully hand painted and toned to harmonize. Equipped with CR-2 converter using one 60-watt shade lighting bulb and four 100-watt indirect bulbs, separately controlled.



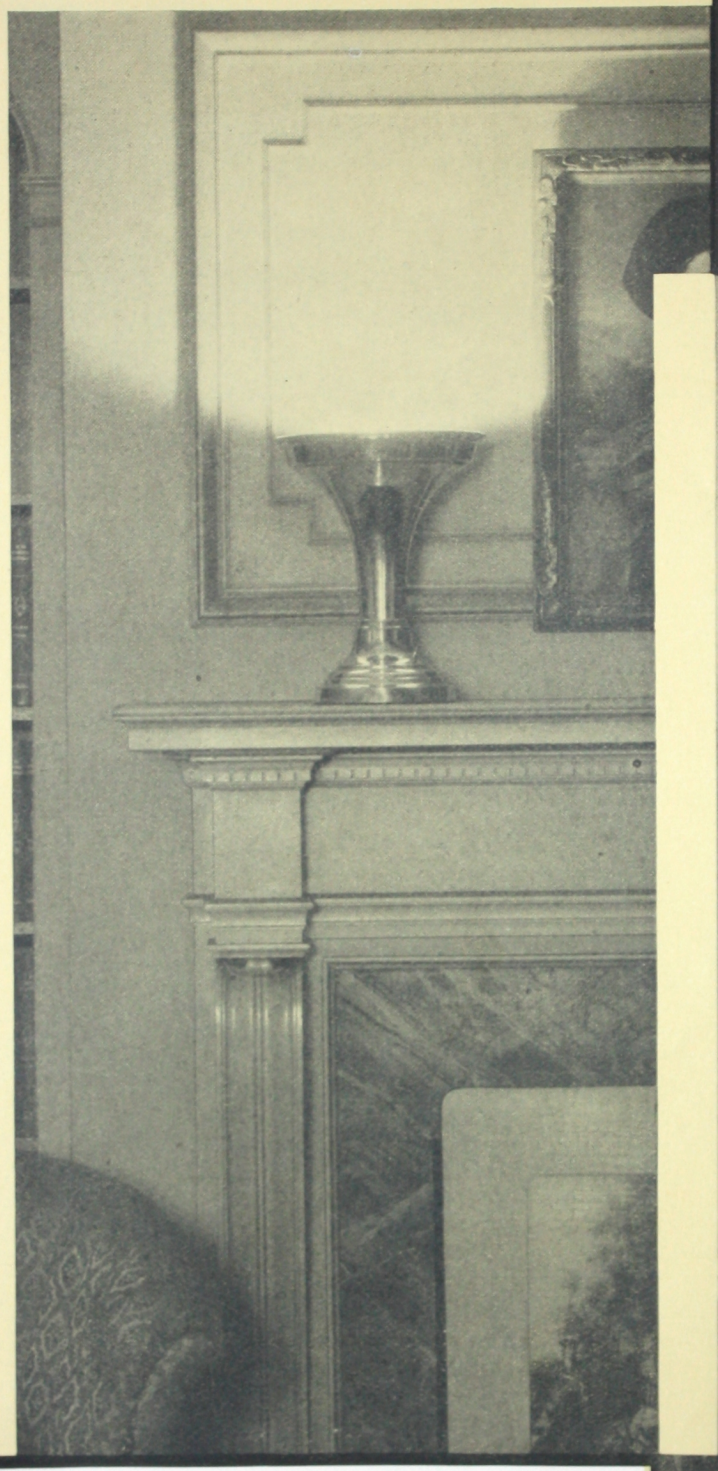
181CR LUMINATOR table lamp base, with A-47 rosebud parchment shade. Vase is of spun metal enameled in Nile green with gold feet. Hand painted flowers on base mount. Equipped with CR-2 converter using one 60-watt shade lighting bulb and four 100-watt indirect bulbs, separately controlled.

152 LUMINATOR table lamp base, with A-27 bronze border parchment shade. Base of English brass finish. Equipped with R-3 reflector for single 300 or 500-watt mogul base frosted bulb. This is a nicely finished lamp for use in the office or the home. One will light an entire room.

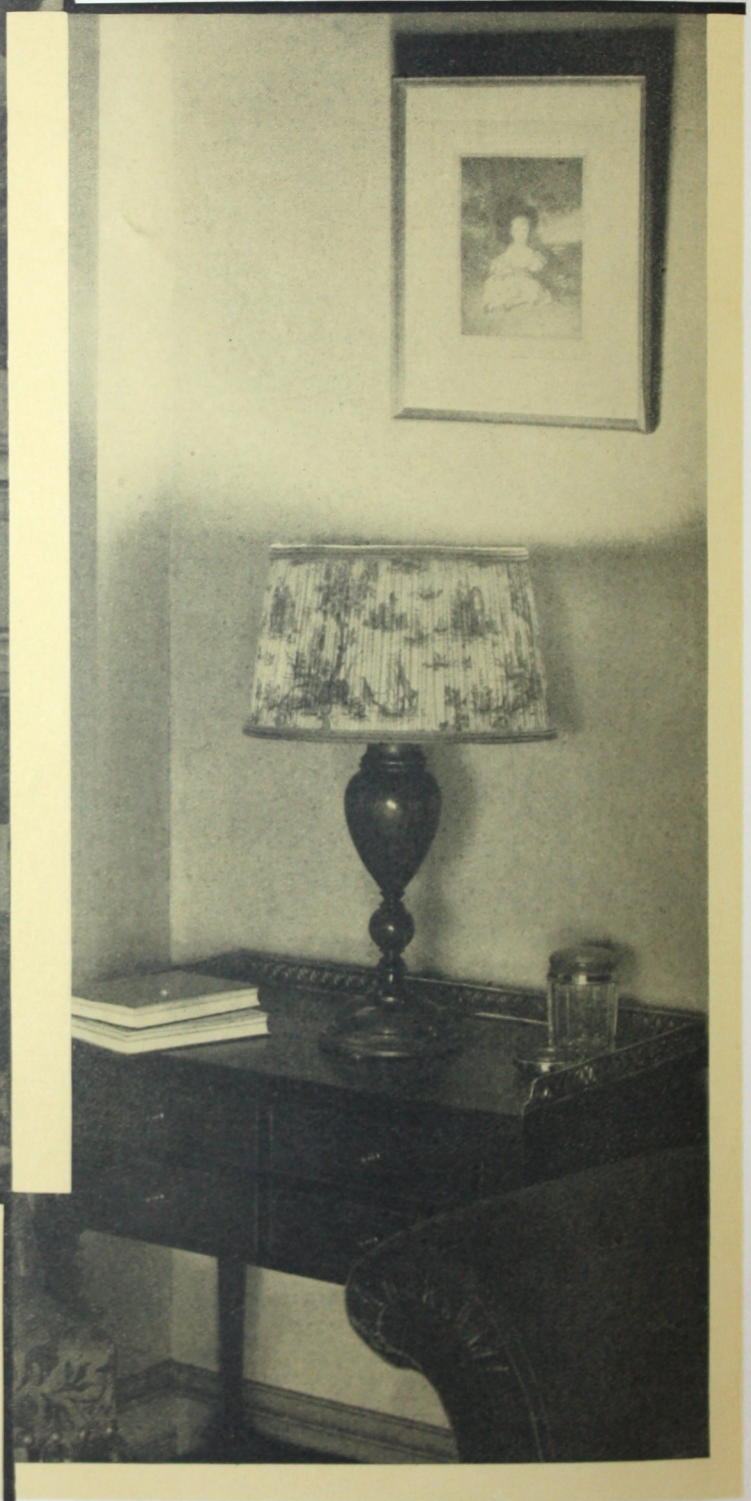




154CR LUMINATOR table lamp base, with B-54 laced parchment shade. Base of spun metal in old silver or pewter finish. Equipped with CR-1 converter using one 60-watt shade lighting bulb and four 100-watt indirect bulbs, separately controlled. Here is an attractive lamp for the library. It is also used between two beds on a table for easy reading at night before retiring.

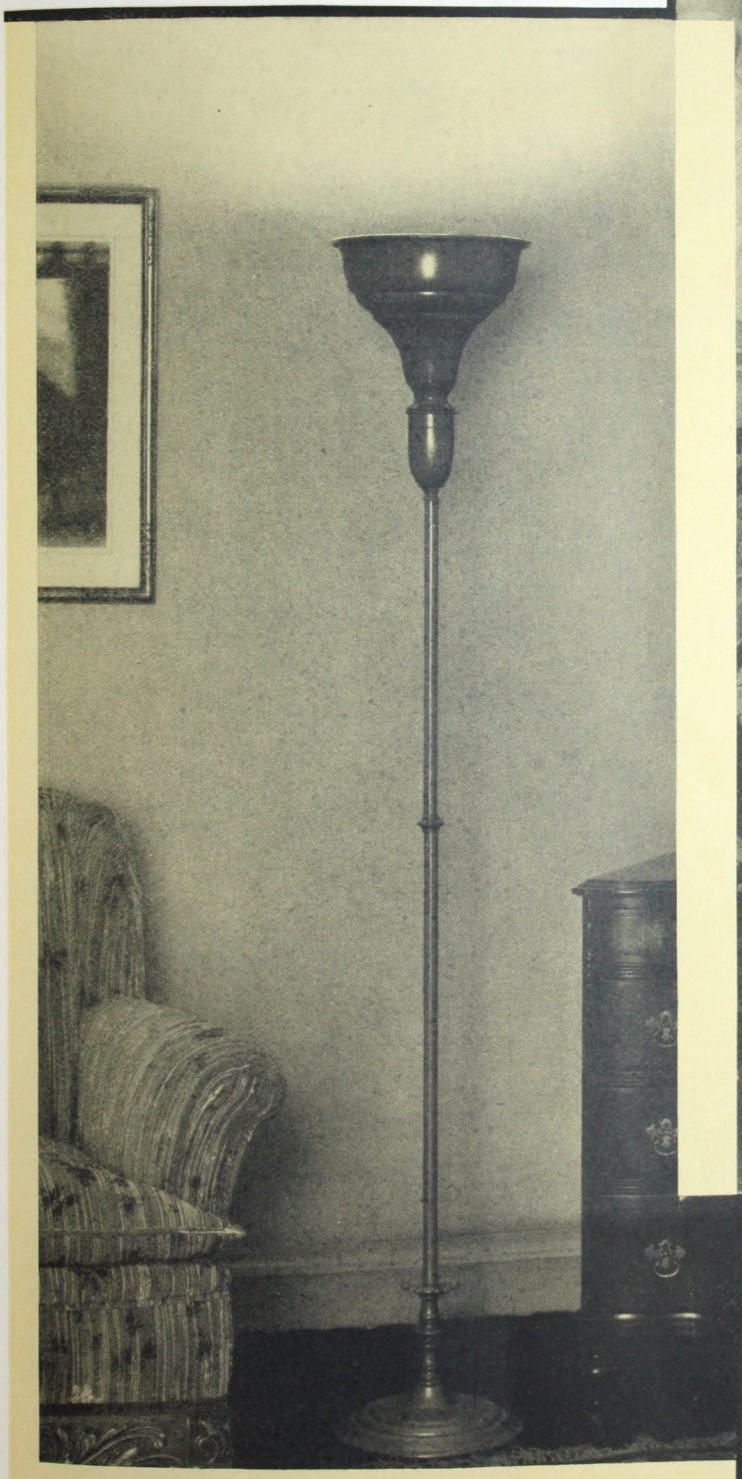


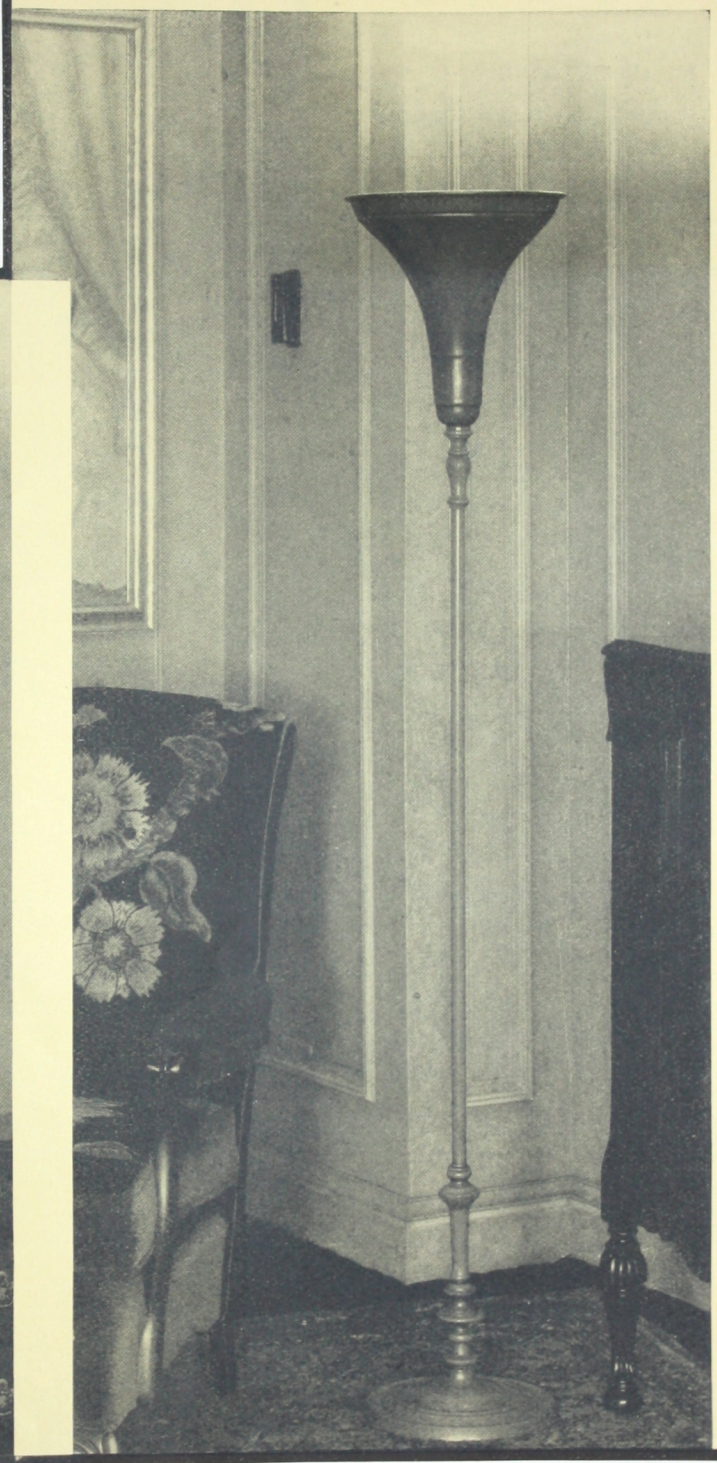
153 LUMINATOR table lamp base, with B-51 silk chintz shade. Base of hand turned walnut wood in delicate graceful design. Equipped with reflector for single 300-watt **medium base** frosted bulb. The shade is finely made and harmonizes with the lamp style. See page 22 and 23 for colored illustration of shade. Shade is illuminated to dull glow.



101 LUMINATOR portable torchere. Bright pewter finish. For use on mantel, piano, or office partition. Too low for use on table. Height 14½". Uses single 300-watt mogul base frosted bulb. Its use is limited because it should be placed so as to be above the eye level. If placed close to the wall, the light in the room is reduced.

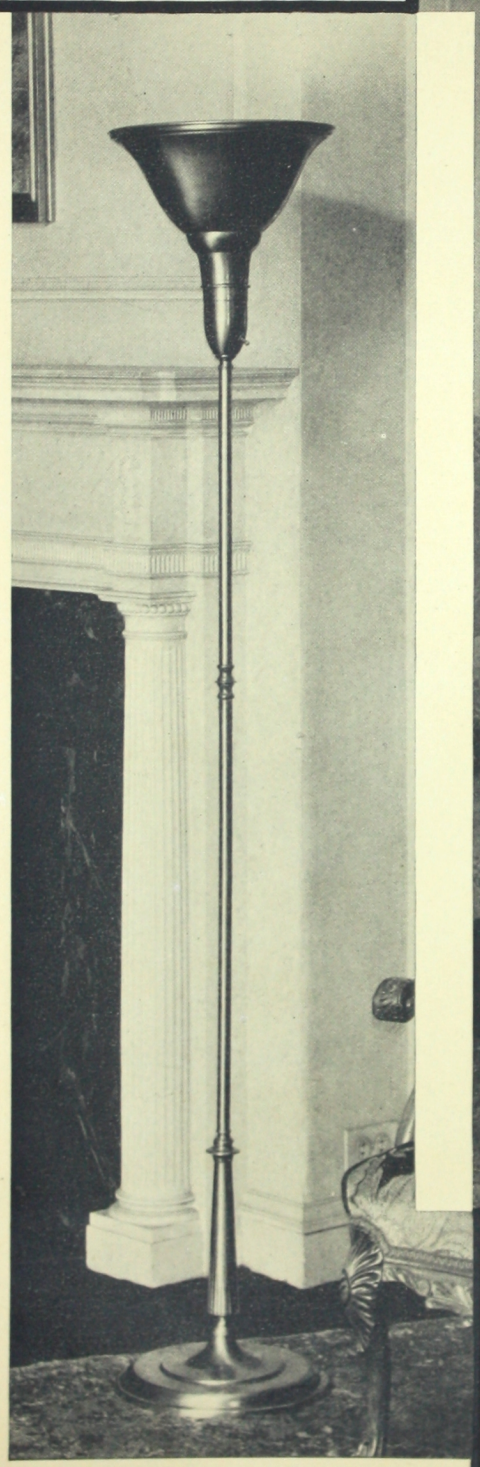
103-A LUMINATOR torchere. Shown below in Nile green but supplied also in sprayed bronze lacquer. Uses single 300 or 500-watt mogul base frosted bulb. This is our lowest priced torchere. The reflector is highly polished and gives good lighting results.

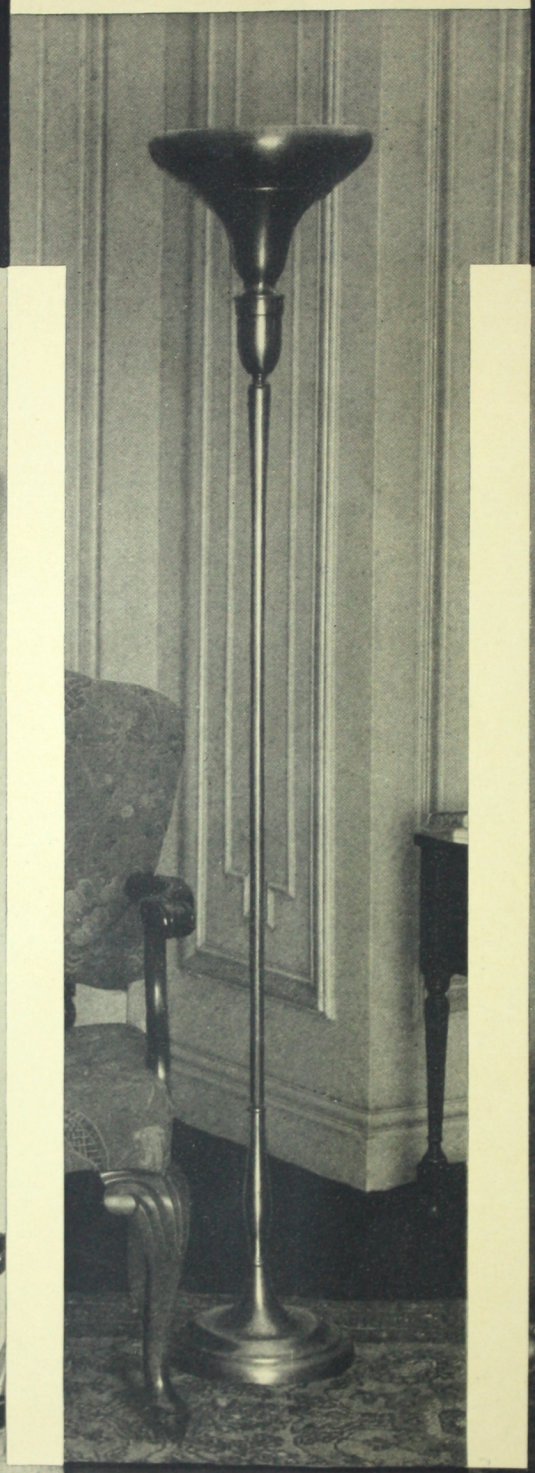




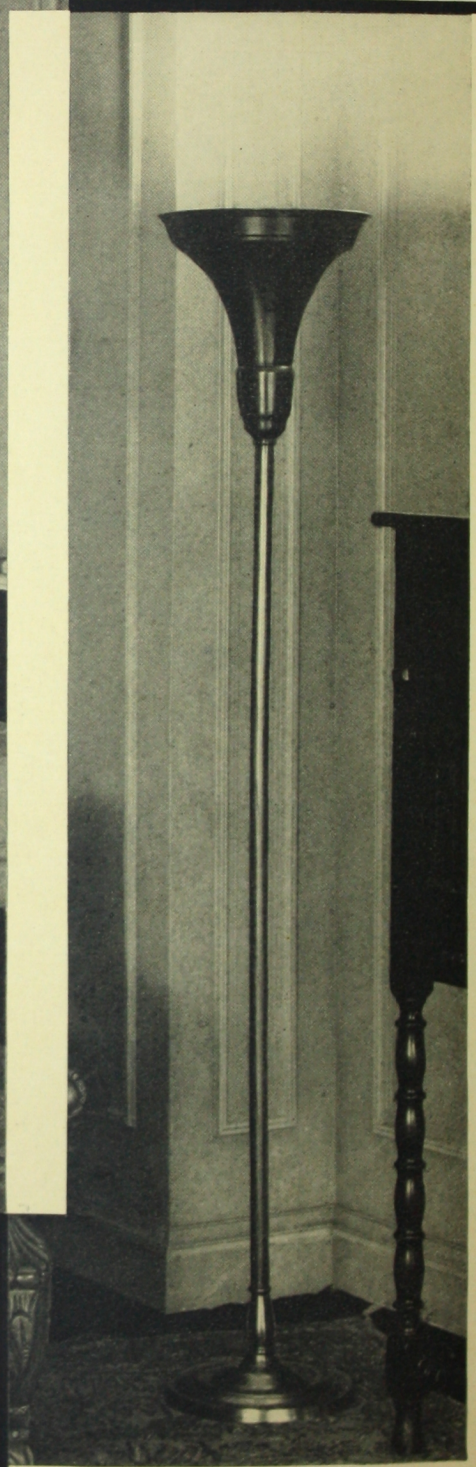
102-A LUMINATOR torchere. Shown above in Nile green, but supplied also in either dark green, chinese red, ivory, black and silver, or bronze lacquers. Uses single 300 or 500-watt mogul base frosted bulb. This is our most popular torchere. It is a graceful design, well made and gives a high light output.

301 LUMINATOR torchere. Extra tall and with large mirrored glass inner reflector. For use in spacious living rooms, offices, shops, etc. Uses either 300 or 500-watt mogul base frosted bulb. This is a quality article with an extremely high light output.



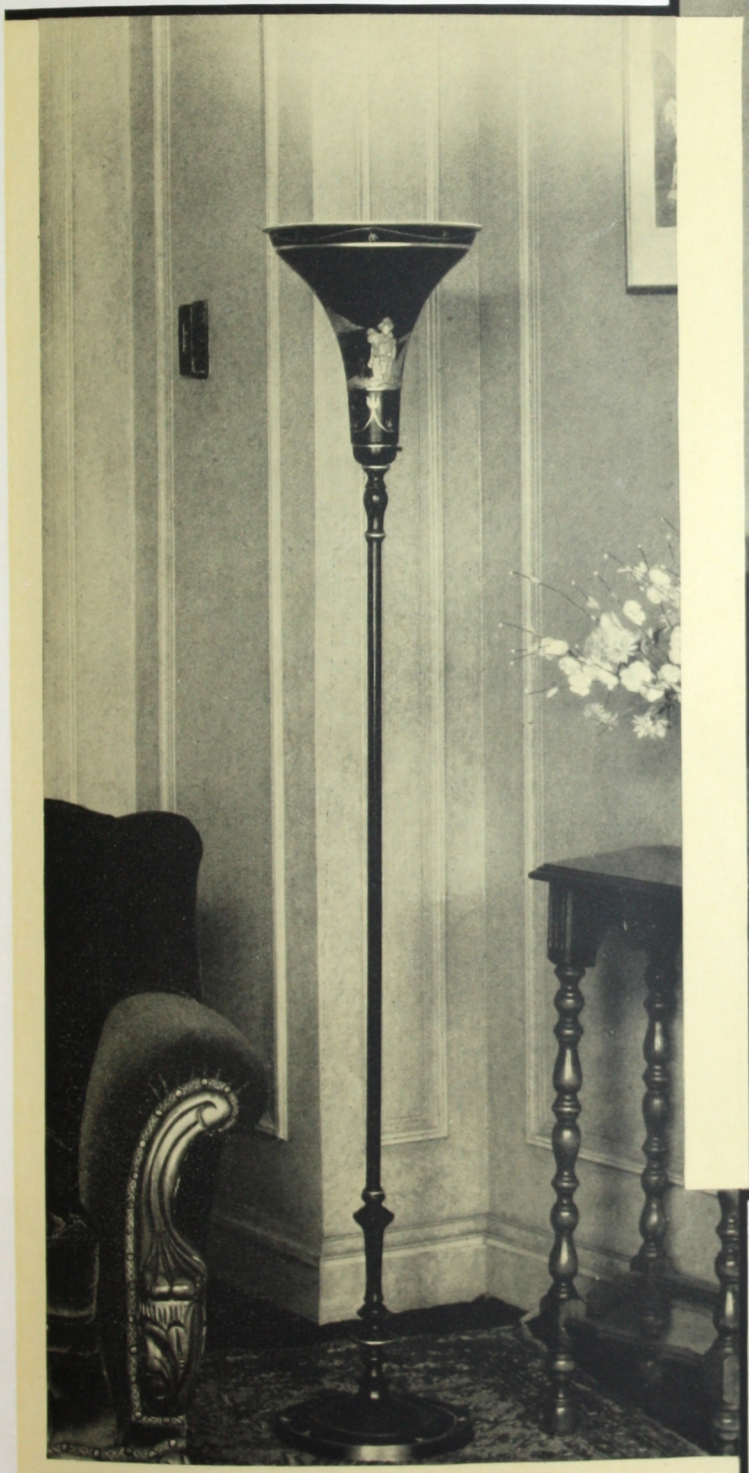


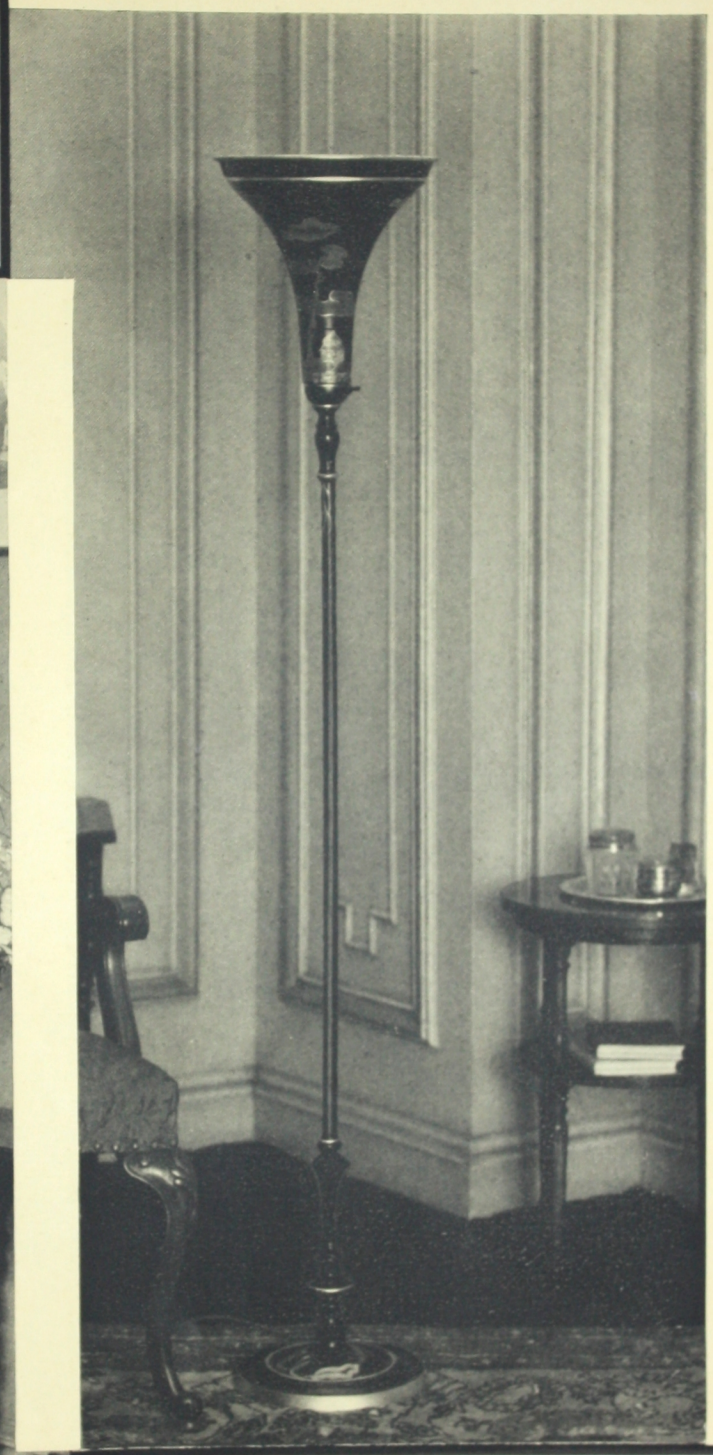
104 LUMINATOR torchere. Fine English brass finish, with highly efficient inner reflector. Because of its simple beauty it has been selected for thousands of distinguished homes. Uses single 300-watt mogul base frosted bulb.



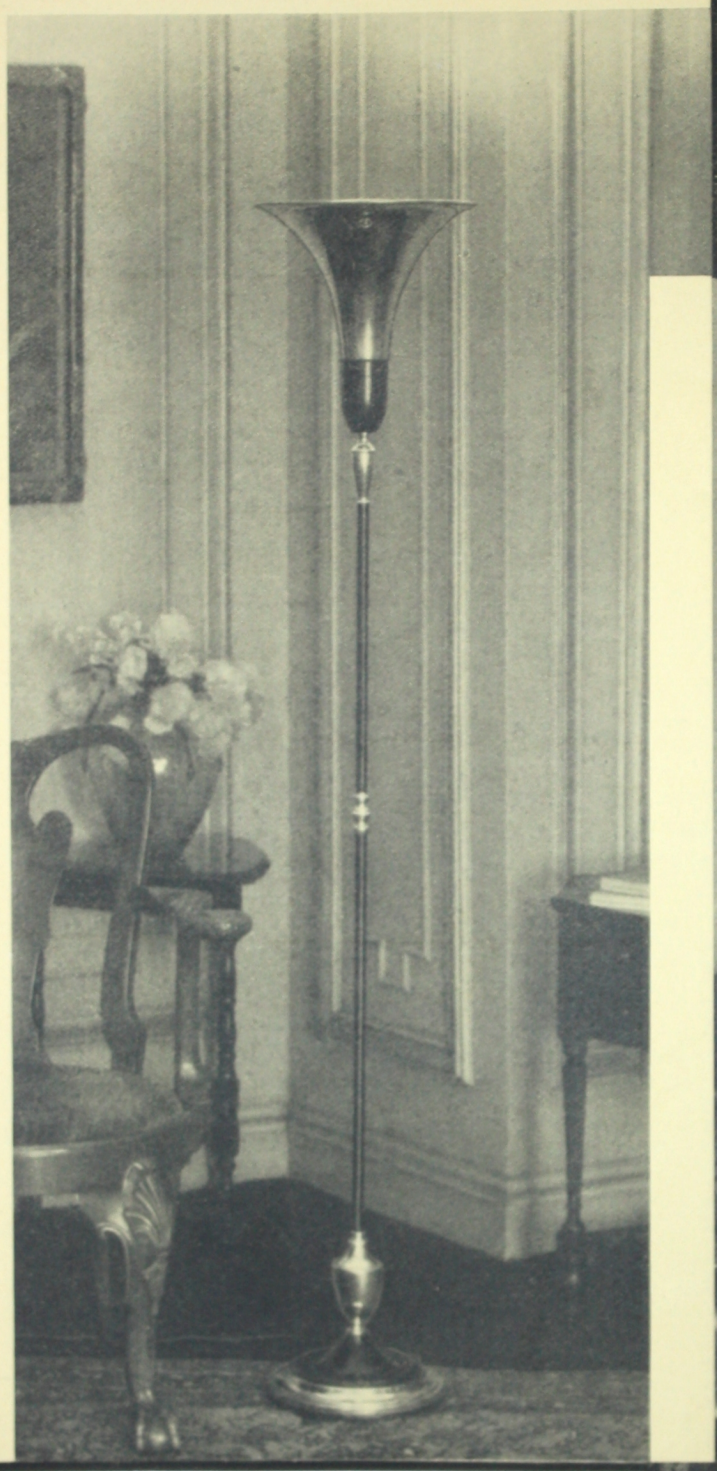
105 LUMINATOR torchere. Fine English brass finish, with highly efficient inner reflector. A new graceful design. Uses either 300 or 500-watt mogul base frosted bulb. Used extensively in private offices. Because of reversed spinnings at the top it is recognized as a quality article of unusual beauty.

174 LUMINATOR torchere. Chinese design. Hand painted in black lacquer offset with gold, decorated in the Chinese manner. Uses 300-watt mogul base frosted bulb. Because of its fine workmanship it is used in many high grade homes.





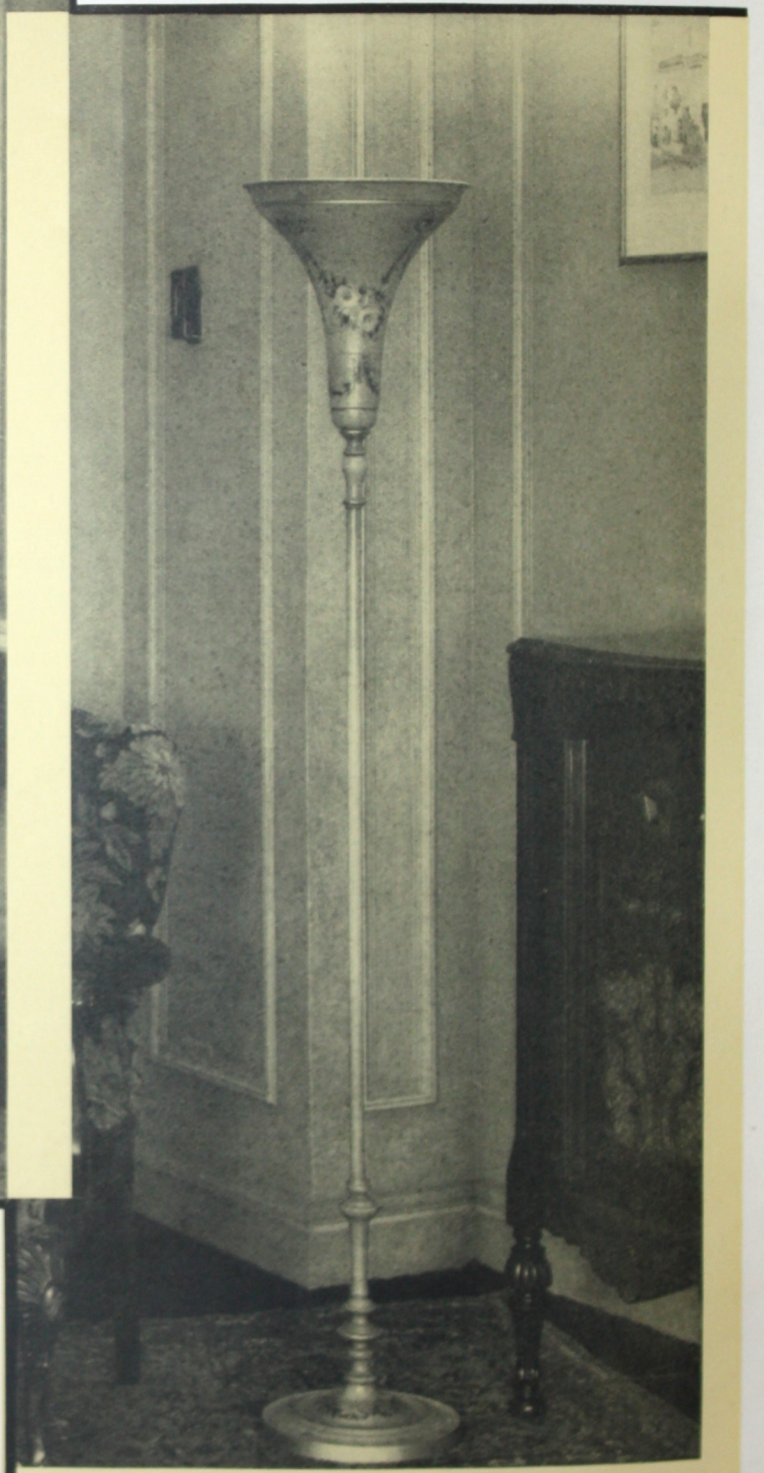
180-A LUMINATOR torchere. Chinese design. Hand painted in black lacquer offset with gold and artistically finished with Chinese decoration. Uses 300-watt mogul base frosted bulb. During the past year we have sold a large quantity of this design and now with its improved construction it will be one of our most popular pieces.



141 LUMINATOR torchere. Finished in black and silver. A new graceful design with a polished inner reflector. Uses single 300-watt mogul base frosted bulb. The slightly modern influence in its design has an immediate appeal and it is continued in our line because of its popularity last year.

ALSO SUPPLIED IN ENGLISH BRASS FINISH

172 LUMINATOR torchere. Hand painted in Meerschaum with colorful floral decoration. Uses single 300-watt mogul base frosted bulb. The floral work is done by fine artists and is carefully raised to give depth to the design.



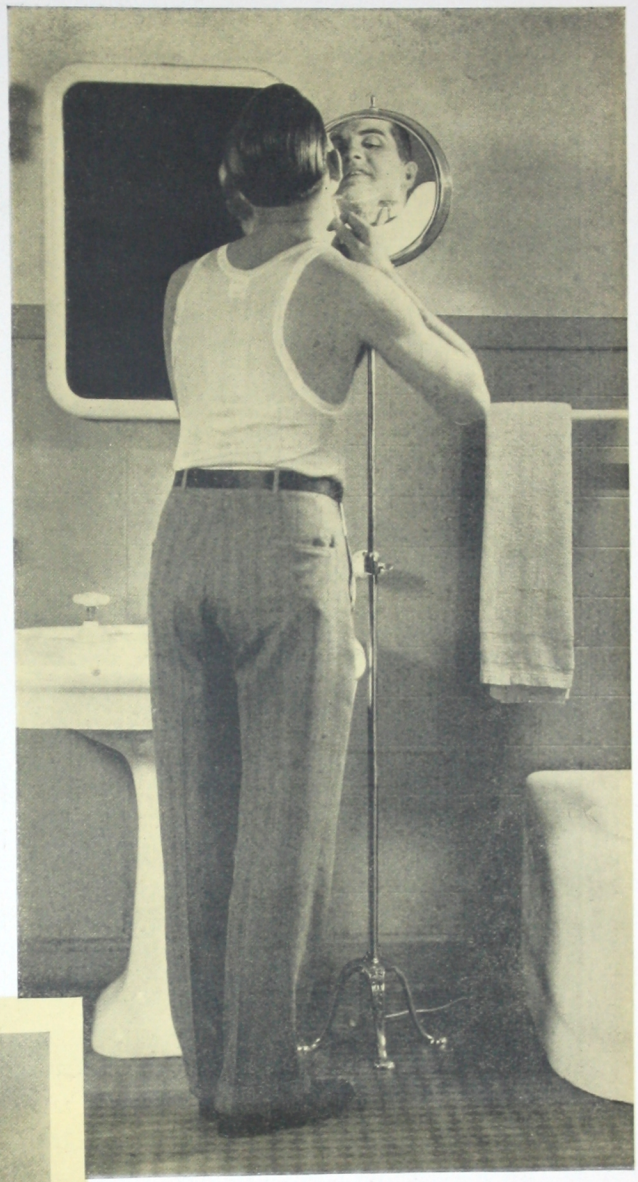
OVER a year ago, we introduced this marvelous invention and it is today one of the most popular gift items for men and women in the country.

An illuminated mirror that reflects the lighted face without the source of light being visible. The light projects around the bottom and sides of mirror and uniformly bathes the face with a soft glareless light — a light that casts no shadow. There is no glare nor penetrating rays to strike the eyes and impair the vision. The scientific illumination and clear crystal silvered mirror reflects every portion of the face with microscopic minuteness and accuracy.

There is no distortion — no magnification — only a clear, concise image of every detail, contour and wrinkle of the face and skin.

In the ordinary bathroom, one has to lean far over the wash stand to get the face within 6" of the mirror in order to see detail. In that position the light coming from above throws heavy shadows under the chin and nose.

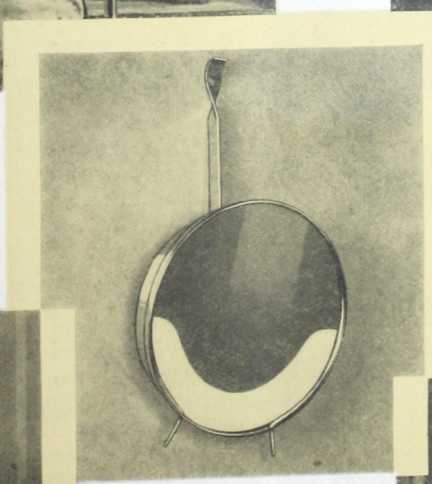
In the smallest bathroom there is space for a Luminator mirror next to the wash stand. This enables one to stand within six inches of the mirror, see every detail better than a magnifying glass and yet have soft shadowless light everywhere.



No. 201 Luminator Mirror. Sturdily constructed in beautiful nickel finish — very plain design. Adjustable from 50" to 72". Mirror diameter 11". Equipped with switch, cord and plug. Uses 75-watt bulb. See price sheet.



The above photo posed by Miss Dorothy Britton, the international beauty and scintillating star of "Earl Carroll's Vanities," who carries the Luminator mirror with her continuously to be assured of perfect make-up at all times.

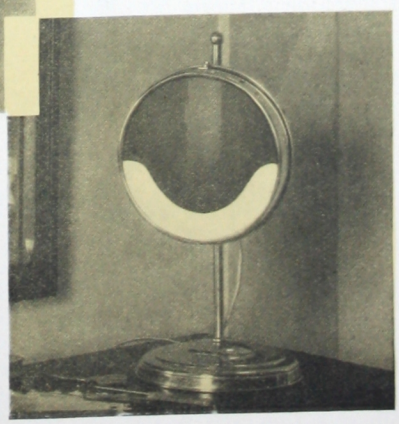


The above illustration shows the No. 211 Mirror with the adjustable back support arranged for hanging the mirror on a wall for shaving purposes. It is large enough to give a good distinct image and it has been highly recommended by all those who have seen it.



No. 211 Luminator Mirror to stand on dressing table or hang on wall as illustrated at the right. Finished in nickel. Diameter 8". Equipped with switch, cord and plug.* See price sheet.

*Uses 50-watt bulb.



No. 210 Table Model Luminator Mirror adjustable in height from 10" to 22". Diameter of mirror 8". Diameter of base 8". Complete with switch, cord and plug. Finished in nickel and other plain colors. See price sheet.

New LUMINATOR SUNLIGHT LAMP

Uses The General Electric or Westinghouse S-1 Sunlamp Bulb



LUMINATOR SUNLIGHT LAMP
beautifully finished in hand toned plated English Brass. Transformer built separate from lamp, to stand at base board. Switch in convenient cool place on lamp. Reflector of approved design in oxidized aluminum finish. Has specially treated wire mesh screen over reflector opening. Ventilating features carefully engineered. Adjustable light angle. Wired to pass Underwriters requirements. A beautiful Colonial design, finely made.

For Rickets Prevention,
Bone Growth, Sound Teeth,
Tissue Congestion

AFTER many years of research the General Electric Company more than two years ago put out the S-1 Sunlamp bulb. Its acceptance and sale was tremendous. Instead of having to use the dangerous carbon arc light requiring goggles and carefully timed exposure, this new bulb gave a duplication of Sunlight at a distance of three feet with no more danger from over exposure than from ordinary sunlight. No claims of extravagant "cure" are made for it but wherever a physician decides sunlight is desirable, then this device may be used. It is a known fact that ultra violet rays prevent rickets, a bone disease, by assisting bone growth. They have a definite value in developing sound teeth. The infra red radiation relieves congestion in deep tissue. Full technical information from General Electric Laboratories will be gladly sent on request.

FOR MEN AND WOMEN. A few hours a day exposure during the winter months for men or women will create that same condition that exists when one gets several hours a day of sunshine in summer. If one wants a good tan he can get it in short time by sitting close to the lamp, but tanning is not necessary to the healthful benefit any more than it is necessary to get thoroughly tanned in getting the good from sunlight.

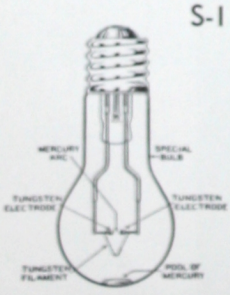


FOR THE CHILDREN



Every mother can prevent winter colds, rickets and general run-down condition by arranging for the children to play a few hours, naked, in the light of the Sunlamp. No special event need be made of it; just let it flood the space on the floor where they normally play. The healthful rays will give them normal sun tan and do them a world of good. There is no need for goggles.

The General Electric S-1 Sunlamp Bulb



SUNLIGHT (Type S-1) LAMP
Overall Length — 6.25 Inches

The S-1 Bulb. At the left is a diagram of the marvelous Sun bulb developed in the world renowned research laboratories of the General Electric Company. The heat from the glowing tungsten filament vaporizes the mercury globule. The vaporized mercury then causes an arc to form between the tungsten electrodes. The bulb is special glass which transmits all the light, heat and ultra violet found in June sunshine. It screens out the short **harsh** ultra violet. Bulb rated 1,000 hours.

Works on Regular House Circuit

The Sunlamp is very economical to use. It works on the regular 110 Volt 60 Cycle A.C. home lighting circuit, using 400 watts and costing about three cents an hour. When you get it, screw in the bulb, and plug the cord in a base outlet. No odor or noise. No carbons. Bulbs may be obtained at any electrical store the same as Mazda lamps. As the bulb gradually blackens, the ultra violet slightly **increases.** Use it at bedtime, during play hours, while dressing or shaving, at the office or when reading in the evening.

TECHNICAL INFORMATION

Rule of Thumb Method of Calculating Illumination

A GOOD rule of thumb method for determining the necessary wattage required for good office and commercial lighting installations, is to figure on using about three watts for each square foot of floor area, providing the ceiling height is from 9 to 14 feet.

Multiply the width of the room by the length, to get the area in square feet. For instance, a room 20'x50' would have an area of 1,000 square feet. Three watts per square foot would mean a total of three times one thousand, or 3,000 watts.

One could then use either Luminator floor lamps or ceiling fixtures. A total of ten fixtures or floor lamps each with a 300-watt bulb would give the total of 3,000 watts required. For private offices, one Luminator floor lamp next to the desk with a 500-watt lamp is good practice.

Exact Method

Our engineers are ready to assist you in planning a complete lighting system for any purpose. They use the "lumen method" which is well known to all illuminating engineers in making calculations.

Data as to the required "foot candles" intensity for any given purpose such as store, office, home, shop, hotel, club, etc., is at hand and will be intelligently applied if you supply us with the following information.

1. Floor plan, marking in the present electrical outlets if there are any. Ask your electrician to indicate how many outlets per circuit there are.
2. The ceiling height and color.
3. Color of walls.
4. Purpose for which various portions of the space are used, such as accounting, drafting, etc.
5. Indicate any windows, and the direction of exposure and whether they are unobstructed or cut off by adjoining building.
6. Indicate partitions and give their height.

ENGINEERING AND DESIGN

A Unique Combination

IN presenting this more extended line of Luminator Indirect Lamps, we have, for probably the first time, combined the efforts of a prominent illuminating engineer and a group of interior decorators.

Over a period of several years, many designs and suggestions have reached us from the most famous interior decorators. Our engineers with years of experience in reflector design have carefully fitted Luminator Converters inside the shades of different conventional floor and table lamp designs producing a new and unusual device. It is not just a floor lamp giving a glaring spotted light nor a mechanical looking lighting unit, but is rather a Luminator floor lamp that has eye appeal and yet is properly engineered to give plenty of light without glare.

A small difference in diameter of the indirect reflector concealed in the shade or a slight change in the various curves which give shape to the reflector may affect the light received in the room by thirty to forty per cent and result in an underlighted condition that may cause severe eye strain.

The scientific engineering design of the Luminator gives more effective light for the same cost of electricity, more uniformly lighted ceilings, absolute safety from fire hazard due to poorly designed electrical parts. Compare our prices with those who attempt to copy us and you will be surprised to find that these features add nothing to the cost — in fact Luminator prices are lower.

THE FLORSHEIM SHOE CO.
CHICAGO U.S.A.

Luminator, Inc.
849 Washington,
Chicago, Ill.

Dear Mr. Arenberg:

The Luminator Indirect Floor Lamp which you sold me is a great joy - it is efficient - and it answers every purpose for lighting a room.

It produces a strong but soft light, is easy on the eyes and economical.

Yours very truly,

Milton Florsheim

CHARLES EDWARD BROWN
310 SO. MICHIGAN BLVD.
CHICAGO

Luminator, Inc.
Chicago, Ill.

Dear Sir:

My wife is delighted with the Luminator. Please have another one delivered to my apartment, sending me bill for the two; also please state what additional ones will cost.

It gives a perfect shadowless soft light, enough for several bridge tables, and is the most satisfactory reading light I have ever seen.

You should have a big market for this clever device.

Faithfully yours,

A. L. Arenberg, Esq.,
President Luminator, Inc.,
849 W. Washington St.,
Chicago, Illinois.

DR. HARRY S. GRADLE
DR. HELEN CARNCROSS
DR. JULES C. STEIN
58 EAST WASHINGTON ST.
CHICAGO

Luminator, Inc.,
849 Washington Blvd.,
Chicago, Illinois.

Dear Mr. Arenberg:

The Luminator arrived safely several days ago. Contrary to your suggestion, I shall not tuck it away in a closet and bring it out only for bridge and the like; instead, I have it in my study in the northeast corner where it is to remain. It provides the most satisfactory illumination for that room that I have tried because it permits of full illumination of the bookcases that line the wall, allows me to read or write at my desk without the annoying shadow that a desklamp throws, is conducive of free vision while using the typewriter on the side of the desk, and finally permits of the easy use of my reference library by allowing me to read a paragraph or a phrase from a book without having to take it to the desk for sufficient light.

I can express my pleasure in the lamp; first, by thanking you for sending it, and, second, by asking you to enter my order for another. This I wish to present to my Uncle Walter Gradle, who lives at 451 Egandale Rd., Highland Park. I would appreciate it greatly if you would send a lamp to him and bill it to me.

Again please accept the thanks of one, who, as a former member of the Illuminating Engineering Society, has spent some time in the study of indirect illumination and consequently can appreciate what you have accomplished.

Sincerely yours,

Harry Gradle

MERCANTILE TRUST
AND SAVINGS BANK
OF CHICAGO

Luminator, Inc.
849 Washington Blvd.
Chicago, Ill.

Gentlemen:

We have had so much real enjoyment and comfort from the Luminator indirect floor lamp purchased from you recently, that I am prompted to direct this letter to you to advise that from the standpoint of comfortable reading and lighting, it is absolutely the finest lamp I have ever seen. We have an exceptionally large living room, and the light from your lamp makes it possible to play cards or read in most any part of the room with plenty of light..

I am sure that you will meet with great success in the sale of this product and I will be happy to have you refer to us whenever you choose.

Yours very truly,

Mandel Brothers
State to Wabash at Madison St
Chicago

Luminator, Incorporated,
849 Washington Blvd.,
Chicago, Illinois.

Gentlemen:

I take great pleasure in heartily endorsing your Luminator, three of which I have used in my home since last June. In my opinion, it is the best of its type that I have seen. It throws a marvelous light and is extremely restful to the eyes when used for reading purposes.

Dozens of friends who have seen this lamp in my home have bought them, and I heartily recommend them to anyone requiring a reading lamp.

Yours very truly,

Robt Mandel

Thomas A. Edison—The first honorary member of the chamber was elected at the regular monthly meeting in April, 1858. In the course of seventy one years we have had

May I say only this as a personal experience:

I went to Mexico in 1881 and Mr. Edison asked me to send him bamboo in all the varieties found there. I did so, but none proved superior to that from China, which he was already using.

Much of the time I lived under canvas and when opportunity permitted I drove a nail through a board, skewered a candle on it and read far into the night with entire satisfaction. Now in the evening I read by the reflected light of a "Luminator" with a single bulb of 300 candle power. And this contrast may be taken as a measure of the superior advantages we now enjoy and to which our guest has contributed so largely

I shall first introduce the man and then the portrait will be unveiled.

May I now present to you, Thomas A. Edison.

New York, Sept. 11 (AP)—Col. Ed...

A part of the speech of Mr. L. F. Loree, President of the Delaware & Hudson R. R., at 161st Annual Banquet of the New York Chamber of Commerce. (Reprinted by permission of The New York Times).

DR. WALTER W. HAMBURGER
104 S. MICHIGAN AVE
CHICAGO

Luminator, Inc.,
849 Washington Blvd.,
Chicago, Illinois.

Gentlemen:

I cannot say enough regarding the lamp which you sent me. I purchased it for use in my study which has never been properly lighted and for the first time in seven years, I have an adequate soft, bright, clear light for reading, finding references in books on my top shelves, looking up references in the most remote corners of my study, and in general reveling in the comfort this lamp has given me.

Please call on me at any time if I can be of the least service and substantiate any claim you may make for the Luminator.

Walter W. Hamburger M.D.

ROBERT S. STURGIS
904 NORTH OAKWOOD AVENUE
LAKE FOREST, ILLINOIS

Luminator, Inc.,
849 W. Washington Blvd.,
Chicago, Illinois.

Dear Mr. Arenberg:

The Luminator certainly fills all the requirements for illumination in the home.

The other evening we had occasion to use the lamp in connection with three tables of bridge and found that the lamp gave a far better general illumination, without shadow or glare on the cards, than we were able to obtain from the half-dozen wall brackets which are in our living room.

Late this last Sunday afternoon we tried the lamp in connection with ping-pong, placing it about two feet to the side of the table opposite the net. The results were extremely satisfactory, making it possible to see the balls from all angles, without glare on the table.

I think possibly the best proof I can give you of my complete satisfaction with the lamp is the enclosed check and my desire to see your new line of decorative models, as I shall want to give one to my father as a Christmas present.

Very truly yours,

R. S. Sturgis

SCHWARZ PAPER CO.
CHICAGO

The Luminator, Inc.
1750 S. Michigan Ave.
Chicago, Ill.

Jan. 28th, 1930.

Gentlemen:-

I have found the Luminator very satisfactory in our game room for ping pong, cards and also for reading.

Before using the Luminator we used the light from our wall fixtures, and were unable to secure a satisfactory light.

The Luminator, however, throws no shadow and gives an adequate pleasant light.

Very truly yours,

Dr Emil Deutsch
30 NO MICHIGAN AVE
CHICAGO

March 18, 1929

Mr. A. L. Arenberg,
1750 South Michigan,
Chicago, Illinois.

My dear Mr. Arenberg:

I like the lamp very much. It has many good features, especially on account of its intensity, the lack of glare and the even distribution of light through the room. In children this is an important advantage as it is not an easy task to always confine a child to read at one certain spot with the best illumination. They have a habit of wandering about the room reading any place, even on the floor.

I shall be very glad to recommend the light to my patients.

Very truly yours,

Emil Deutsch

ED:DEL

WALTER P CHRYSLER
347 MADISON AVENUE
NEW YORK

August 21, 1929.

Mr. A. L. Arenberg, President,
Luminator, Inc.,
1750 So. Michigan Blvd.,
Chicago, Illinois.

Dear Mr. Arenberg:-

This will acknowledge your letter of August 22nd, which is received in the absence of Mr. Chrysler who is away on his vacation.

I wish to advise that we purchased one of the Luminators, the indirect floor lamp type, and are using it in one of our office rooms, which was rather hard to light, and it has proven very satisfactory.

I might also advise that we have ordered another one of these lamps this week.

Very truly yours,

Clifford P Morrison

Secretary to W. P. Chrysler.

A few of the many users of the LUMINATOR

Thousands of additional names are in our files. Ask for references in any city not listed.

ALABAMA

Dr. L. L. Hill, Montgomery
Prof. L. M. Sahag, Auburn
Hillcrest Country Club, Birmingham
Dr. B. S. Bruce, Opelika

ARKANSAS

Rev. Chas. B. McCoy, Brinkley
Univ. of Arkansas, Fayetteville

CALIFORNIA

Mrs. Milton Getz, Beverly Hills
Mr. & Mrs. Max Asher, Los Angeles
California Club, Los Angeles
Mr. Geo. Guggenheim, Los Angeles
Mr. Adolph Linick, Los Angeles
Mrs. A. L. Mayo, Los Angeles
Mr. A. A. Wise, Los Angeles
Mrs. Alfred Hertz, San Francisco
Dr. R G. Lawson, San Francisco
Dr. Alfred Newman, San Francisco
Mrs. A. L. Nathan, San Francisco

COLORADO

Mrs. Meyer Neusteter, Denver

CONNECTICUT

Morris Tyler, New Haven
Col. Issac Ullman, New Haven
John S. Pullman, Bridgeport

DISTRICT OF COLUMBIA

Major Julius I. Peyser, Washington

FLORIDA

Mrs. Vincent Wyman, Coral Gables

GEORGIA

Mrs. Arthur S. Harris, Atlanta
Leopold Adler, Savannah

ILLINOIS

Mr. Max Adler, Chicago
Major Carlos Ames, Chicago
Architects Club, Chicago
Mr. Benjamin V. Becker, Chicago
Mrs. John Balaban, Chicago
Mrs. Vincent Bendix, Chicago
Mrs. John Borden, Chicago
Mrs. A. C. Castle, Chicago
Mr. John F. Cuneo, Chicago
Mr. Geo. DeMet, Chicago
Dr. Emil Deutsch, Chicago
Mr. L. J. Drake, Chicago
Mrs. A. W. Goodrich, Chicago
Mrs. C. A. Irvin, Chicago
Mrs. F. G. McNally, Chicago
Mr. J. E. Otis, Chicago
Mrs. Wm. C. Pullman, Chicago
Mrs. Frederick H. Rawson, Chicago
Mrs. Lawrence Armour, Chicago
Mrs. A. Watson Armour, Chicago
Mrs. Orville Babcock, Chicago
Mrs. Nelson Barnes, Chicago
Mrs. Walter Brewster, Chicago
Mrs. Chas. Edward Brown, Chicago

ILLINOIS — (Cont'd)

Mrs. C. F. Childs, Chicago
Mrs. H. B. Clow, Chicago
Mrs. D. Mark Cummings, Chicago
Mr. G. W. Dulany, Jr., Chicago
Mrs. Philip Elting, Chicago
Mrs. C. M. Ely, Chicago
Mrs. Kellogg Fairbanks, Chicago
Mrs. Stanley Field, Chicago
Mr. Milton Florsheim, Chicago
Mr. Gerhard Foreman, Chicago
Mrs. Vincent Healy, Chicago
Mrs. Huntington Henry, Chicago
Mr. Paul Juergens, Chicago
Mrs. W. V. Kelley, Chicago
Mrs. Wallace Kirk, Chicago
Mr. Weymouth Kirkland, Chicago
Mr. E. L. Kunze, Chicago
Mr. S. O. Levinson, Chicago
Mr. Jacob M. Loeb, Chicago
Mr. Robert Mandel, Chicago
Dr. Louis Mann, Chicago
Mrs. George Meeker, Chicago
Mr. Wm. H. Mitchell, Chicago
Mrs. Robert H. McCormick, Chicago
Mrs. George D. McLaughlin, Chicago
Mr. Robert Rheinstrom, Chicago
Mr. Lessing Rosenthal, Chicago
Mr. Julius Rosenwald, Chicago
Mrs. Jos. T. Ryerson, Chicago
Mrs. Warren Salisbury, Chicago
Mrs. C. H. Schweppe, Chicago
Dr. Leigh Schwartz, Chicago
Mrs. R. M. Shaw, Chicago
Mrs. John Spoor, Chicago
Mrs. A. A. Sprague, Chicago
Mr. B. F. Stein, Chicago
Mr. Lawrence Stern, Chicago
Mrs. Clyde Stevens, Chicago
Dr. Jerome Strauss, Chicago
Mr. Alden B. Swift, Chicago
Mrs. Eugene Talbot, Chicago
Mr. L. M. Viles, Chicago
Mr. J. M. Lebolt, Glencoe
Mr. Melville N. Strauss, Glencoe
Dr. Harry Gradle, Highland Park
Mr. Charles Rubens, Highland Park
Mrs. Frederick C. Aldrich, Lake Forest
Mr. A. B. Dick, Jr., Lake Forest
Mr. Robert Gardner, Lake Forest
Mr. Wm. H. Mitchell, Lake Forest
Mr. W. A. P. Pullman, Lake Forest
Mr. Harry N. Grut, Oak Park
Mr. Alfred S. Alschuler, Winnetka

INDIANA

Mrs. A. A. Brentano, Evansville
Dr. M. Ravdin, Evansville
Dr. Maurice I. Rosenthal, Ft. Wayne

IOWA

Mrs. Carleton Magoun, Sioux City
Mr. Arthur Sanford, Sioux City

KANSAS

Mr. Earl Stanton, Leavenworth

KENTUCKY

Col. Wm. M. Wright, Lexington
Mrs. P. M. Justice, Lexington
Mrs. August E. Hammer, Lexington
Mrs. R. M. Coleman, Lexington
Dr. C. W. Dowden, Louisville
Dr. Morris Flexner, Louisville
Dr. Owsley Grant, Louisville
Dr. E. L. Henderson, Louisville
Col. Fred Levy, Louisville
Rev. Harry Musson, Louisville
Dr. Alice Pickett, Louisville
Mrs. W. Barnett Owen, Louisville
Mrs. E. A. Rothschild, Louisville

LOUISIANA

Mrs. Edgar Florsheim, Monroe
Dr. Isadore Cohn, New Orleans
Mr. Lionel Adams, New Orleans
Dr. Louis Levy, New Orleans
Dr. Waldomar R. Metz, New Orleans
Dr. W. P. Lipperman, New Orleans
Mrs. Russell Clark, New Orleans
Mr. F. J. Foxley, New Orleans
Mr. Charles Godchaux, New Orleans
Mrs. Harris Hyman, New Orleans

MAINE

Miss S. E. Kerstein, Bangor
Mrs. Atwater Kent, Bar Harbor
Dr. L. Kast, Bar Harbor
Mrs. Wm. P. Hamilton, Bar Harbor
Mrs. Potter Palmer, Bar Harbor
Mrs. Wm. Proctor, Bar Harbor
Mrs. Joseph Pulitzer, Bar Harbor

MARYLAND

Mr. Melvin Erlanger, Baltimore
Mr. Louis Fox, Baltimore
Mrs. Henry L. Frank, Baltimore
Dr. Irving Spear, Baltimore
Dr. Louis F. Hamburger, Baltimore
Dr. Albert Loewenson, Baltimore
Judge Morris A. Soper, Baltimore

MASSACHUSETTS

Mrs. L. E. Laskey, Brookline
Mr. E. M. Hamlin, Boston
Mrs. Eugene Rosenthal, Boston
Dr. Francis Harris, Cambridge

MICHIGAN

Dr. Max Ballin, Detroit
Mrs. I. D. Loree, Ann Arbor
Mrs. D. N. Amberg, Grand Rapids
Mr. Robert S. Grier, Detroit
Mr. J. Harold Wills, Detroit

MINNESOTA

Mr. F. W. Bealty, Duluth
Rev. P. E. Osgood, Minneapolis
Mr. Jas. F. Bell, Minneapolis
Mrs. Alexander Hughes, Minneapolis
Mr. Edward R. Ruben, Minneapolis
Mrs. Harold Goodkind, St. Paul

MISSOURI

Mr. Fred. B. Eiseman, St. Louis
Miss Mary Brooks Holmes, St. Louis

NEW HAMPSHIRE

Mrs. Florence Zinn, Bethlehem

NEW JERSEY

Mrs. P. I. Schoeneman, Atlantic City
Mrs. A. H. Keller, East Orange

NEW YORK

Judge Irving Lehman, Albany
Mrs. Joseph Mann, Albany
Dr. R. A. Robinson, Albany
Mr. William Baumgarten, New York
Mr. Henri Bendel, New York
Mrs. Chas. Donohue, New York
Mr. Frederick Fish, New York
Colonel Flood, New York
Mr. Henry Goldman, New York
Mr. Jerome Hanauer, New York
Mrs. Buel Hollister, New York
Mr. Carl Laemmle, New York
Mr. Goodhue Livingston, New York
Mr. Henry Lowe, New York
Mr. Marcus Marks, New York
Mr. Julian S. Myrick, New York
Mr. Ernest Rosenfeld, New York
Mrs. Andrew Saks, New York
Mr. David Schulte, New York
Judge Henry Sherman, New York
Mr. George Siedenberg, New York
Mrs. H. Garrison Silleck, New York
Mr. Wm. Simonds, New York
Mr. Wm. Rhinelander Stewart, Jr., New York
Mr. Benjamin Stern, New York
Mrs. Hugh Grant Straus, New York
Mrs. Eugene Thayer, New York
Mrs. Edw. Van Ingen, New York
Mr. Felix Warburg, New York

NORTH CAROLINA

Dr. Reed Hanes, Elkin

OHIO

Mrs. W. W. Wehrle, Newark

OKLAHOMA

Mrs. Cora Porter, Muskogee

PENNSYLVANIA

Capt. C. R. Miller, Sewickley
Phi Sigma Delta House, Philadelphia
Wissahickon Bridge Club, Germantown
Mr. Morris Herkness, Rydal

RHODE ISLAND

Mr. George P. Clark, Shannock

TEXAS

Mrs. Gutzon Borglum, San Antonio
Mr. Ben H. Johnston, Houston
Mrs. Rachel McClung, Dallas

WEST VIRGINIA

Miss Katherine Mitchell, Wheeling
Mrs. A. A. Meyers, Wheeling

LUMINATOR LIST PRICE SHEET

September 20, 1931

Base No.	Shade Shown	List Price Base and Shade Complete Less Bulb	Base No.	Shade Shown	List Price Base and Shade Complete Less Bulb	Base No.	Shade Shown	List Price Base and Shade Complete Less Bulb
101	Torchere	10.85	128	A-91	38.15	156D	C-65	60.00
102A	Torchere	16.85	128CR	A-45	38.15	158CR	B-53	82.00
103A	Torchere	12.35	129	A-83	50.65	166CR	B-59	43.50
104	Torchere	30.00	129	A-86	44.40	169D	C-63	62.50
105	Torchere	32.00	129CR	A-91	44.40	172	Torchere	19.50
117	Torchere	28.00	129CR	A-36	98.15	174	Torchere	19.50
118	Torchere	28.00	131	A-90	41.90	180	Torchere	19.50
121CR	B-53	82.00	133	A-44	29.40	181CR	A-47	39.75
122	Torchere	65.00	133	A-23	29.40	184CR	A-46	56.25
123	Torchere	65.00	133CR	A-41	29.25	189CR	B-56	65.00
124	Torchere	45.00	133CR	A-39	29.25	190CR	B-54	39.50
126	A-88	29.40	138	A-68	33.15	191CR	B-56	115.00
126	A-42	29.40	141	Torchere	24.25	192CR	B-53	115.00
126	A-84	35.65	142	Torchere	28.00	193	D-97	21.25
126	A-72	35.65	144	Torchere	27.00	194	D-98	21.25
126CR	A-95	29.25	145	A-94	33.15	201	Mirror	31.00
126CR	A-93	29.25	152	A-27	29.40	205	Sunlamp	90.00
126-R4	A-44	26.25	153	B-51	38.00	210	Mirror	20.00
127	A-92	46.90	154CR	B-54	26.00	211	Mirror	13.00
127	A-89	46.90	155CR	B-58	58.00	301	Torchere	43.50

CR-1 9″ Converter only for mounting on any floor or table lamp base 14.35
CR-2 11″ Converter only for mounting on any floor or table lamp base 15.50

BULBS: Refer to description under each lamp for specification of bulbs required.

Prices are as follows:

300-Watt Mogul Base All Frosted Bulb $1.35
300-Watt Medium Base All Frosted Bulb 1.35
500-Watt Mogul Base All Frosted Bulb 2.15
Set of 5 (1-60W & 4-100W) Bulbs for CR-1 or CR-2 Converters 1.60

SEPARATE SHADE PRICES

A-21	6.25	A-71	12.50	A-92	6.25
A-23	6.25	A-72	12.50	A-93	6.25
A-27	6.25	A-73	12.50	A-94	6.25
A-36	60.00	A-74	12.50	A-95	6.25
A-38	6.25	A-80	12.50	A-96	6.25
A-39	6.25	A-81	12.50	B-51	25.00
A-41	6.25	A-82	12.50	B-52	32.00
A-42	6.25	A-83	12.50	B-53	32.00
A-44	6.25	A-84	12.50	B-54	6.00
A-45	6.25	A-86	6.25	B-56	25.00
A-46	6.25	A-88	6.25	B-58	6.00
A-47	6.25	A-89	6.25	B-59	6.00
A-68	6.25	A-90	6.25	C-61	25.00
A-70	12.50	A-91	6.25	C-63	10.00
				C-65	5.00

FIXTURE PRICES

701W	61.00
701X	55.00
701Y	55.00
701Z	53.00
702	32.50
703X	44.00
703Y	44.00
703Z	42.00
704Y	39.00
704Z	38.00
703A JR.	25.00
703Z JR.	34.80
703Y JR.	35.80

Write for special quotation based on quantity involved giving complete specifications.

SHADES INTERCHANGEABLE: Any lamp shown with a shade having prefix "A", such as A-21, A-44, etc., will take any other shade bearing prefix "A" if desired. Likewise, any lamp shown with a "B" prefixed shade will take nothing but a "B" prefixed shade, but all "B" size shades are interchangeable. The same rule applies to the "C" prefixed shades.

All lamps come with a 12 ft. cord and plug, ready to plug into your light socket.

Each lamp is packed in an individual carton. Shades packed separately also.

When ordering be sure to specify Number and Finish of Base desired, also Shade number and whether we are to furnish bulbs.

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SOME HOMES USE LUMINATORS IN EVERY ROOM

The remarkable growth of the Luminator business has been due to repeat purchasing by those who buy one for the living room. They soon realize its value for bedrooms, children's study rooms, sun rooms, dining rooms, libraries.

The prediction is often made to us by present users that eventually all homes will have one Luminator in each room for practical eye-saving illumination; while all other lighting devices in the home will be equipped with small bulbs and used for added decoration only.